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See Page 2 for Details



## 'Sidewalk' prizes presented

ALBANY — Marjorie Hendricksen (right), of 539 Everett St., El Cerrito, received the first prize in the Sidewalk Coupon Day Sales drawing co-sponsored by the Albany Chamber of Commerce, the Independent-Gazette, and the Albany Times recently. The prize, a 13-inch Toshiba Color TV was presented by C of C Manager Hal Denham (left), through cooperation with Albany TV. Looking on are Don George, owner of Albany TV (second from left) and Hank Husfeldt of the I-G advertising staff. The winning coupon was deposited at Clements and Fisher, goldsmiths, 1488 Solano. Second prize, a five-band Zenith Portable Radio, went to

Grover Londons, 838 Peralta, courtesy of Supreme TV, 724 San Pablo Ave. The Coupon was deposited at Upstairs-Downstairs, 1849 Solano. Third capital prize, also courtesy of Supreme TV, went to Leo Wichner of 804 Madison St. His coupon was deposited at 1000 Oaks Hardware, 1831 Solano. Fourth prize, courtesy of Nevada-Tahoe Tours, 600 San Pablo, went to Adele Gautchi, 917 Rile Drive, on a ticket deposited at Childs Wardrobe, 1563 Solano Ave. The Albany Chamber also distributed \$200 cash to participating merchants to be used in awarding prizes from the individual stores.

— Luoma Photo

## 'Rec' department plans Little Theatre project

ALBANY — Albany will have its own Community Theatre, if plans formulated by the Albany Parks and Recreation Department materialize. Dary Orris, assigned to head the organizational planning, this week issued a call for aspiring actors, directors, producers, designers and technicians.



NEW ACT LOGO

Theatre (ACT) a long running cultural and recreational resource for the town.

"A public meeting is scheduled tentatively for mid-November. During this meeting we will select our board of directors, formalize the constitution,

determine strategy for the coming year, and meet those interested in ACT.

Those who would like to assist us during this crucial initial period may telephone ACT at 644-8514 and leave their names. Each will be contacted prior to the announcement of the planning session.

"We believe that a community theatre is needed in Albany, and needed now. But without the help of local residents, it can't happen. Persons offering their services need not be actors, designers, technicians, and so forth — all they need," Orris concluded, "is the enthusiasm to make ACT a working cultural and recreational resource for the City of Albany."

## Invasion Monday eve

## Pleas made for safety of Halloween haunters

By WOODY JOHANNES  
ALBANY — Faced with the fact that hordes of assorted demons, most in small sizes, will be loosed upon the populace, Monday eve, concerned officials today were busily reciting

incantations. They hope to protect the demons. Most of the Halloween harangue concerns obeying traffic and fire safety rules. Pint-size poltergeists have a ghostly contempt for whizzing cars and seem

capable, at times, of materializing in the middle of a busy street. So it's up to the motorist, too.

Highly visible costumes are suggested for the strolling apparitions, particularly the trick-or-treat types preoccupied with their portrayals of cherubic menace.

Albany Fire Marshal Ray Gonsalves, who has been leading the safety incantations, observed that "all proper ghosts are afraid of fire."

"Therefore, parents of self-respecting spooks should select costumes, beards, masks or wigs that carry flame-retardant labels. Flimsy materials and outfits with big, baggy sleeves or billowing skirts — the sort of things that catch fire easily — should be avoided. And short hem lines can prevent tripping.

"All ghosts," Captain Gonsalves noted, "should have clear vision, too. Masks or other facial dis-

(Turn to page 2, col. 5)



"Mom, are you sure all witch cats wear retro-reflective tape on their backsides?"

## Battle on unofficial park rages

ALBANY — The angry owner of Tevin Street's undeveloped one-acre parcel, unofficially used as a park by neighbors, is threatening to remove all its bushes and trees if the city-imposed building moratorium continues much longer.

And he may post sentry dogs to keep out vandals who have damaged a recently-erected fence around the area. John Hattam told the Albany City Council Monday.

The council, however, voted to extend an existing four-month moratorium on development of the property for another eight months.

The moratorium may be repealed earlier by the council.

City Administrator William Haden said that only four to six weeks will be needed for an appraisal of the land — information which will help the council decide whether or not to acquire it for open space.

The council has an option of repealing the moratorium after the appraisal is completed under terms of the law which does not allow extension for any period less than eight months.

However, Hattam was not mollified, saying he is imposing his own moratorium of 30 days after which he will begin "clearing the land."

For many years, the undeveloped property has been used as a park by North Terrace Tract residents who are urging the council to buy it and formalize it as a park.

Hattam told the council he recently erected a fence to keep trespassers out, and the fence was vandalized.

He said if the vandalism continues he will begin cutting down trees immediately and post sentry dogs, "... to handle the two-legged animals who are responsible for the damage."

City Administrator Haden said he does not recommend that the city purchase the property due to its small size and probable high price.

Instead, Haden offered several possible alternatives, including a lease purchase arrangement under which the city could acquire the land under condemnation. It would then immediately sell it to a financial institution and lease the property back, under this plan.

Haden also offered a council option where \$118,000 in revenue sharing funds could become available for project by transferring them from other capital improvement projects which can be financed by other means. However, the appraisal will be important in evaluating all possible financing plans, he said.

At an earlier meeting, the council voted unanimously against proposed single-family home development on the property, anticipating possible future conversion to open space.

Haden at that time said the purchase price might run from \$100,000 to \$300,000.

## Vandals attempt to spread fear prior to recall vote

ALBANY — Telephone threats, broken windows and vandalism of political signs are reportedly creating an atmosphere of fear before the Nov. 15 recall election.

Citizens on both sides of the current controversy Monday informed the Albany City Council of incidents which they believe could lead to more serious violence.

The election will decide whether or not three council members — Mayor Joyce Jackson, Vice Mayor Pat Griffin and Councilman Mike Gleason — will be recalled.

Raymond Cirimeli, an Al-

ALBANY — Developers of the massive Gateview condominium complex are offering to "donate" seven lots in the "Oak Forest" atop Albany Hill as open space.

However, in return they stipulate the city must extend for another five years their

use permit to build a total of 2,500 units.

The Albany City Council Monday heard the proposal and scheduled discussion and a possible decision for next Monday night's meeting.

The offer was made in response to a city request for

donation of the land which would be a beneficial addition to open space already provided on the hill.

The reply by Interstate General Corporation was that a condition would be extension of the corporation's use permit termination date from 1982 to 1987.

Thus far, the corporation has completed the first phase of 480 units and has approval to go ahead with the second phase of 485 units. But this leaves many more units permissible under the use permit.

The estimated value of the Oak Forest is about \$90,000.

The council also expressed general approval of staff proposals for spending an additional \$180,000 in the fourth year of the city's Housing and Community Development Program. New appropriations may include \$68,000 for the Middle School Park and \$50,000 for the senior center expansion.

City Administrator William Haden is also proposing hiring a rehabilitation counselor to speed the lagging HCD loan program for rehabilitating local homes.

Haden recommended against creating any new HCD programs until the earlier programs are nearer implementation.

In other business, the council:

— Referred to risk management an \$8,900 claim filed by Albany Landfill Corporation for alleged removal of corporation property by city CETA employees without authorization. The machine parts, lumber and other items were allegedly taken to the Berkeley city dump.

— Studied plans for use of about \$281,000 of outside funds for city capital improvement projects, with about \$217,000 going for Middle School Park and another \$50,000 for senior center expansion.

— Approved retention of Timothy Downey Associates as planners for Middle School Park, with the fee about \$8,000.

— Referred to staff and city commissions a request for additional on-street parking on Pierce Street in the vicinity of the Gateview Project.

## Gateview offers city 7 lots for open space

## City gets \$20,000 in sales tax

ALBANY — Albany received \$20,000 as its share of the \$41 million distributed to California cities of local sales and use tax funds, William Bennett, chairman of the State Board of Equalization, announced today. The funds represent the second advance payment for the third quarter of 1977.

Alameda county received \$287,500 in the sales-use tax allocation, plus \$610,000 from the quarter percent county local transportation fund.

The combined distribution to California cities and counties in the October payment was \$64.1 million.

The San Francisco Bay Area Rapid Transit District (BART) received \$2.6 million and the Santa Clara County Transit District (SCTT) was allocated \$950,000 from the additional one-half percent sales tax paid in their respective counties. (The BART counties are San Francisco, Alameda and Contra Costa.)

The Board of Equalization administers the six percent sales and use tax (6½ percent in BART, and SCTT counties), 4½ of which goes to the state and 1½ percent to the cities and counties.

## Kensington doctor is disciplined

KENSINGTON — Dr. Reda Z. Sobky, 612 Plateau Dr., has been disciplined by the State Board of Medical Quality Assurance for a 1974 Medi-Cal violation.

The board announced in its monthly report that Dr. Sobky, who was working for Alameda County Health Care Services in Oakland, has received a three-year probationary sentence for "unprofessional conduct and aiding and abetting unlicensed practice of medicine."

According to board investigator Ted Maurino, Dr. Sobky was found to have allowed an assistant of his to provide psychotherapy to a patient and to submit billings for the service as if they had been performed by the doctor himself.



PATRICK GRIFFIN

## Griffin refusal

The Albany Times has offered this front page position to Albany Councilman Patrick Griffin to respond in any way to any of the issues raised in the upcoming Nov. 15 recall election.

This space, in fact a full column, had been left open up to the Times' deadline for his personal and unedited message.

He has refused to take advantage of expressing himself to the citizens of Albany through the front page of the Times which is delivered to every door in the community.

## Former administrator blasts 'smear sheet'

By NORMAN COLBY

ALBANY — Former Albany City Administrator James Turner said recently that a "smear sheet" being circulated in the community against him in fact reveals the "true colors" of three recall-targeted city council members.

"The tone and content of the smear sheet proves that the supporters of the council troika are not above resorting to innuendo, misrepresentation and downright falsehood in their effort to prevent a

recall," Turner told the I-G.

The circular, prepared by the "Citizens for Responsible Government," claims that Mayor Joyce Jackson, Vice Mayor Pat Griffin and Councilman Mike Gleason were justified in forcing Turner's resignation last May.

The council majority's action triggered a community recall movement and the election is scheduled November 15.

The circular refers to alleged "administrative chaos" during Turner's tenure and the administrator's alleged "failure to implement the policies decided upon by the citizens of this community through their elected representatives."

The circular describes Turner as "... the chief architect of a waterfront policy which has been mired in lawsuits and environmental problems."

Turner said, "This circular, which could not have been distributed without the knowledge and approval of the council majority, reveals them in their true colors, removing the false facade they have hidden behind since the recall campaign began."

"When the people want to know why I was ordered to resign, the council majority admitted during a public meeting that I was, in their own words, competent, with the highest integrity and one of the hardest workers they have ever seen."

"Today, with the recall election nearing, they suddenly remember that there was administrative chaos," Turner continued.

"Today, they are calling me the chief architect of the city's waterfront policy, as if there were no city council members to form the policy of past years."

"I am supposed to be the chief architect of an important city policy although the League of California Cities has con-

(Turn to page 2, col. 7)

## Parents going back to class for a day

ALBANY — The annual Back-to-School Program is being held at Albany High School Thursday. Parents are invited to attend classes in the morning any time from 7:30 to noon, and to visit teachers, counselors and administrators in the afternoon (1 to 3:30 p.m.), or evening (7:30-9:30 p.m.).

"Many parents have already made appointments with teachers during these hours, but teachers will also be available for parents to drop in and see them in their rooms."

Principal Jim Walker will hold a discussion in the Albany High School Library at 8 p.m. and again at 9:30 p.m. on the educational goals for the school year.

The evening will begin with a rally featuring Albany High School Band and cheering groups and an introduction by Principal Walker at 7:30 p.m. in the Little Theatre.

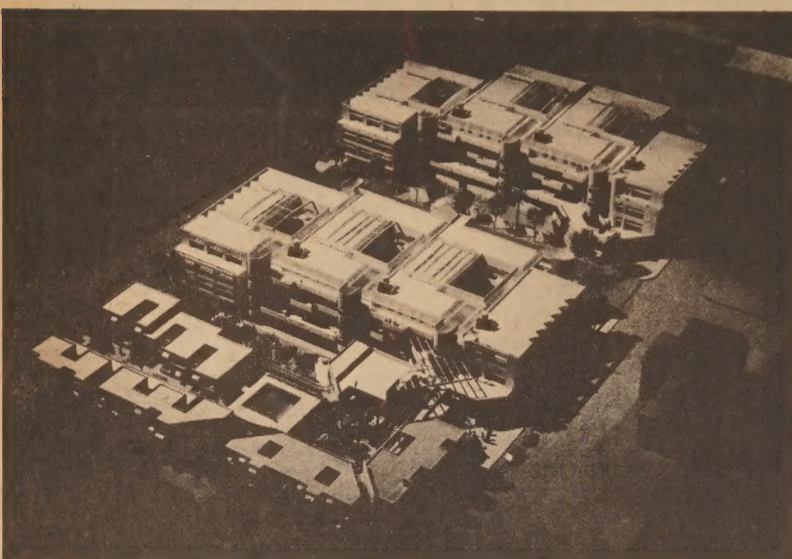
## ALBANY CINEMA

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Alley"  
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## Energy saving building Design prizes to UC group



BERKELEY STUDENTS, PROFESSOR WON SECOND PLACE FOR THIS DESIGN  
in statewide competition for energy saving state office building

Two of the three top awards in a statewide competition for energy saving building designs have been won by students and faculty in the department of architecture at UC-Berkeley.

Some 41 entries were judged in the competition for the design of a new \$15 million state office building in Sacramento sponsored by the Office of the State Architect and the State Energy Commission.

Awarded second place honors was the design by

Berkeley graduate students David Baker, Philip Banta, and Anthony Cutri along with Donn Logan, professor of architecture.

Their design has been called "Capital A Architecture" by Allan Temko, a noted architecture critic.

"Its beautifully organized interior courts, meant as reservoirs of cool air and centers of exuberant social life, covered with retractable skylights, and splendidly surrounded by stepped-back balconies, show a direction that

should be followed, as well as the well-considered housing that is thoroughly integrated in the overall design," Temko wrote.

Third place winner was a design by Sam Davis, associate professor of architecture at Berkeley.

Vladimir Bazjanac and Joseph McQuillan, lecturers; Harvey Bryan, doctoral degree student; and David Teeters, Christopher Ambrosino, Jerry Lum, and Gerald Hoshi, recent UC master degree recipients.

The purpose of the competition, said a spokesman for the state architect, was to select innovative and practical concepts for buildings that conserved energy and used renewable energy sources like the sun.

The awards were announced by State Architect Sim Van der Ryn, who is on leave as a professor of architecture on the Berkeley campus.

The first place winner was Benham-Blair and Associates of California, Inc.

## How to get a free McDonald's Breakfast

No such thing as a free lunch? Maybe so. But when it comes to breakfast, leave it to us to break with tradition.

For the entire month of November you can enjoy an absolutely free breakfast courtesy of the Berkeley McDonald's and The Albany Times, and here's how:

Everyone who places a private party Times classified ad between Friday, October 28 and Monday November 28 will be entitled to a free McDonald's breakfast. You can choose from hot-cakes and sausage, or scrambled eggs, sausage and hash brown potatoes or scrambled eggs and sausage, or an egg McMuffin.

All a person has to do to take advantage of this free breakfast offer is to bring in any new, private party (as opposed to commercial accounts) classified between the dates indicated. Then come in to The Times to pick up your free breakfast certificate. It is good for one of the four breakfast entrees at the Berkeley McDonald's on San Pablo Ave. Merely present the certificate to the crew person and claim your free breakfast!

No more than one free breakfast per person at any one time. McDonald's serves breakfast Monday through Friday from 7 a.m. to 10:30 a.m. and Saturday and Sunday from 7 a.m. to 11 a.m. Deadline for redeeming the breakfast coupons is Monday November 28.

## HALLOWEEN

(Continued from Page 1)

guises should not restrict vision or breathing. A natural mask of cosmetics applied directly to the skin usually is the safest."

Mortal parents accompanying these roving wraiths can do much to reduce (if the Halloween haunts will excuse the expression) the mortality rate.

Jack-O-Lanterns are another hazard. Capt. Gonsalves suggests that candle-powered pumpkins displayed in homes should be placed where young callers' costumes cannot brush against them. "Indoor lanterns," he warned, "should be kept clear of curtains, drapes, and other flammable materials."

In common with most Halloween symbols and customs, the candle-lanterns are long on tradition and short on safety.

The Jack-O-Lanterns and other occult equipment and rituals can be traced back to pagan rituals practiced centuries before the dawn of Christianity. Life was simple, then, and cheap.

Druids staged a three-day celebration at the beginning of November, but were convinced that the dead returned on the eve of November 1, apparently wanting to be the life of the party. The Druid protective association built huge bonfires on October 31 to discourage the gate-crashing ghosts.

Romè was strong on fires, too — ritual and otherwise. Pomona, the

goddess of fruits and gardens, was honored in a fall pageant, by celebrants who lit bonfires all over the empire and then sat around the flames and roasted apples and nuts.

As Christian doctrine was blended with pagan rites, during the Middle Ages, Halloween became a night of mystery. Evil spirits roamed around, inspiring peasants to perpetuate the Druid custom of lighting fires to ward of warlocks and witches.

But a new touch was added. "Guisers" — bands of costumed young people — patrolled the countryside, presumably scaring the daylight out of any spirits they encountered. They carried lanterns to keep the scare from backfiring.

The festivities will begin at 9 p.m. and last until 1 a.m., with tickets available for \$4 in advance or \$4.50 at the door.

For further information on the program, which is sponsored by Irish Northern Aid, readers may call 531-4229.

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## CETA's job office here on Thursday

ALBANY — CETA on Wheels — Alameda County's mobile employment office — will return to Albany tomorrow morning. The unit will be parked on Masonic Ave. near Solano, according to Mary Goodban, public information officer.

"Purpose of the project is to make available job information and referral services to those most in need of assistance living in Alameda County," Ms. Goodban said.

The office will be open from 9:30 a.m. to 3:30 p.m.

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asserts that the source of the world's religions is one.  
There is one God and one religion — revealed to man in  
accordance with his need and capacity in every age.  
"All the Prophets of God proclaim the  
same faith."

For Information Call 525-1949

## BLASTS 'SMEAR'

(Continued from Page 1)

firmly that my position as Albany city administrator was one of the weakest in the entire state.

"This was admitted by the League experts who have been working with the city. And it was admitted by the council when they moved to strengthen the post."

"I was never in a position to set the city's water-

front policy. In fact, the present council majority ignored my recommendations when they closed the Albany landfill in March 1975, just three months before the U.S. Corps of Engineers would have expedited activities there. This action resulted in a multi-million dollar lawsuit against the city and a large law suit against Councilman Griffin for interfering with business relations."

## VANDALS

(Continued from Page 1)

might be undertaken "under the cover of Halloween."

Another citizen said that a bus had been spray-painted with obscenities relating to the recall controversy.

Vice Mayor Pat Griffin, conducting the meeting in the absence of Mayor Joyce Jackson, noted that an anti-recall sign in his front yard had been removed by unknown persons. But he emphasized that the reported incidents are "not really serious" and his hope that fears of violence will be unfounded.

In the only other matter relating to the recall election, the council heard Attorney Louis Bell criticize a statement attributed to former City Administrator James Turner in a recent I-G article.

Bell contradicted two of Turner's assertions relating to the earlier Albany Hill development controversy. Bell said that Turner did not keep all council members informed of the hill negotiations and that Turner had prior knowledge of Councilman Hubert Call's arrangements for sale of his Albany Hill property to the developers.

Turner's forced resignation by the three recall-targeted council members is one of the election issues. Bell submitted copies of city records dated Oct. 1, 1973, to support his statements.

## Halloween dance at Masonic Hall

ALBANY — A Halloween dance will be held Saturday night at the Masonic Hall, 533 San Pablo Ave.

The benefit dance, with costumes optional, will feature music by the Sunshine Ceili Band, a popular Irish group.

The festivities will begin at 9 p.m. and last until 1 a.m., with tickets available for \$4 in advance or \$4.50 at the door.

For further information on the program, which is sponsored by Irish Northern Aid, readers may call 531-4229.

## Albany joins in warning system test

ALBANY — The giant siren located atop the Albany Fire Station at 1000 San Pablo Ave. will be sounded Friday, as the city participates in the regular quarterly county test of the Alameda outdoor warning system.

"The sound will be used in the approved test mode," Albany Fire Chief Horace Koppke said. "The siren will sound for one minute steady, there will be one minute of silence, and then one minute of rise and fall."

## Visual purple

Seeing at night is accomplished with a pigment called visual purple or rhodopsin. Light bleaches visual purple and it must be reformed before vision is restored after going from light to darkness.

Arnold escapes  
Benedict Arnold escaped to the British in 1780 after his attempt to betray West Point.

## VALA BOVIE SCHOOL OF Classical Ballet

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## Twin Pines Federal Savings Grand Opening El Cerrito Branch

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FREE BREAKFAST!

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## Times Hometown news

For some 12 years Douglas Clack has pursued an unique avocation — at least it must be unique to Albany. Working with a two-foot stack of manuscripts, Doug has been editing Chinese and Japanese poetry and commentary. The English translations and the commentaries are those of his father, the late Robert W. Clack, who put some 1,500 of the Asiatic poems and songs in English over a period of some four decades.

Many of the translations have been published in periodicals and in a small volume, "From Bamboo Glade to Lotus Pool," that was produced by the Banner Press of Emory University in Atlanta, Ga. in 1934. The major portion of his work, however, is contained in volumes that are expected to be released late this year by Gordon Press of New York City.

The bulk of the material in the latest volume has been edited for publication by Douglas, from the mass of manuscripts inherited from his father. And for Doug, working for more than a decade, during his spare hours, in his home at 1504 Posen, it was a labor of love.

The son is presenting the original manuscripts to Alma College's archives, prior to publication of the new volume. Dr. Clack was a member of the Alma (Michigan) College from 1924 until his retirement in 1954.

Professor Clack's interest in and work on oriental poetry began prior to his service to Alma College while he was a teacher and YMCA foreign secretary in North China. After earning a bachelor's degree from Grinnell (Iowa) College and a master's degree from the University of Chicago, he taught for two years at Grinnell (Iowa) High School before going to China in 1910 to teach at Chihli Provincial College at Paoingfu.

Dr. Clack returned to the United States in 1923 and a year later joined the Alma College faculty. He received an honorary Doctor of Sciences degree from Alma in 1952.

Dr. Clack was an active member of the Michigan Poetry Society for many years, serving a number of times as secretary and as vice president, and always maintained a deep interest in Michigan's budding poets. Dr. Clack died at Midland in 1964.

Douglas Clack received the manuscripts after his father's death and spent many hours editing them for publication. His father had interspersed poems and commentaries, he said, and in editing the works he attempted to make them easier to read by grouping poems of each author together with the commentaries footnoted or on subsequent pages. So he used a scissors and paste to rearrange the works. But the wording is his father's, Douglas says, and there are no changes in his translations and the things that he wrote about them.

But there is a more unique factor in this project. The elder Clack was not a professor of Literature — he headed Alma's departments of mathematics and astronomy.

## Mel Ramos paintings on exhibit

OAKLAND — A retrospective survey of the paintings of Oakland artist Mel Ramos will be on view in the Art Special Gallery of the Oakland Museum through Nov. 13.

Some 50 works representing the various periods of the internationally collected artist's work will be on view, the first major area showing in some years of Ramos' paintings.

The show will emphasize the artist's most recent canvases, including his de Kooning "reconstructions."

Frequently labeled a Pop artist, Ramos sees himself as being a figure painter. Over the years his subjects have included comic strip characters such as Batman, Wonder Woman and Captain Midnight; pin-up nudes with movie star faces; and nude beauties integrated into famous works of the past that comprise what has been called Ramos' salute to art history (which includes his de Kooning series).

Throughout his creative life, Ramos has been concerned with the painted surface, a point missed by many viewers who have seen only printed reproductions of Ramos' paintings. The lithographic process, of course, obscures the effect of paint on canvas.

Ramos' de Kooning "reconstructions" begin with a reproduction of de Kooning's work as a subject, not the original. By beginning there, Ramos' paintings become reconstructions both in terms of the painting technique as well as in subject. His gestural act of applying oil to canvas, using strokes different from de Kooning's, becomes Ramos' personal identification with the work.

Ramos believes that the series has brought forth some of his best work.

The artist is a man with a sense of humor, which comes forth in painting titles as well as in many of his earlier subjects. The de Koonings are titled "I Still Get A Thrill When I See Bill." Earlier titles include "Monterey Jackie," "California Browne Bare" and "You Get More Salami With Modigliani."

Although Ramos has lived in Oakland for many years and has taught at California State University, Hayward for 11 years, more than 90 percent of his works are collected outside the Bay Area, principally on the East Coast and in Europe.

The Oakland Museum exhibit will provide an excellent look at where Ramos has been as a painter and where he is going.

Ramos will give a public lecture regarding his work at 8 p.m. Friday in the Museum's James Moore Theatre.

### Ancient instrument in Hertz concert

BERKELEY — Ustad Asad Ali Khan will play the been, the oldest extant classical instrument of India, in a concert in U.C. Berkeley's Hertz Hall on Sunday at 8 p.m.

The Berkeley appearance of these two highly esteemed Indian classical musicians, presented by the Committee for Arts and Lectures, is part of a tour of the United States sponsored by Carleton College in Minnesota.

Tickets for this concert are available at the CAL Box Office, 101 Zellerbach Hall, U.C. Berkeley (642-9888), BASS outlets (dial TELETIX), and most major ticket agencies.



**BEFORE IT RAINS** — Members of CETA crew (from left): Frank Veloso, Freddie Boutte and Terry GuzmanAcha replace rain gutter on a senior citizen's residence. —Photo by Irene Petrel

## CETA crews repairing senior citizens' homes

ALBANY — Work crews hired under the CETA program to make minor home repairs and do outside cleanup and yardwork for senior citizens who need assistance, are earning the praise of the community. Marty Rosman, CETA program coordinator, said today.

"Most referrals for this work have come from the recently completed Albany Senior Survey," Rosman said. "The survey indicated some of the housing maintenance needs of our older local residents."

"We're sure, however, that there are many Albany senior homeowners who may not have been contacted in the survey, but who are in need of some minor repair and maintenance work, and who might have some difficulty in paying for such service," he continued.

"Older homeowners who were surveyed will be contacted if they indicated repair and maintenance needs. These homeowners sixty or over who were interviewed and who have such needs are urged to contact Barbara Tully, Home Repair Records Clerk, at 444-8542 (mornings), or me, Marty Rosman, CETA program coordinator, at 644-8531 or -8535 (afternoons) to arrange for the possibility of assistance with that kind of work."

"The current CETA project provides free labor for minor work only. For those senior homeowners who need major home rehabilitation services, such as electrical rewiring, new roofing, complete house painting, or weatherstrip-

## Designer, Craftsman show set

RICHMOND — Richmond Art Center's annual Designer-Craftsman Show will open with a preview and awards ceremony tomorrow from 7 to 9 p.m. The show will continue through Nov. 27.

The Designer-Craftsman '77, recognized nationally as one of the best of its kind, includes crafts media of ceramic, glass, metal, textile, wood, etc. This year, the Art Center received 760 entries from which 161 were selected for exhibition.

\$1,500 in merit and purchase awards will be given to 17 artists.

Purchase awards go to Janet Lowe, ceramist; Susan Hamamura and Gail Reed, textile artists. Eleven other artists are recipients of the R.A.C. \$100 and \$50 Merit Awards.

The Richmond Art Center is located at 25th and Barrett and is accessible by BART and AC Transit. The exhibit is free to the public.

## New tax break for older homeowners

SACRAMENTO — Many older homeowners in California can now postpone payment of their property taxes, State Senator Nicholas C. Petris said today.

A law enacted last week allows low and moderate income homeowners 62 years or older to defer payment of all or part of the property taxes of their residences beginning December 10, 1977.

Senator Petris said this measure will help thousands of older homeowners in danger of losing their homes because of fixed income and rapidly increasing local property taxes.

Claimants must be 62 years of age or older as of December 31, 1976; own and occupy their home at the time of filing; have at least 20 percent equity in the property; and have a total household income of \$20,000 or less. In the case of a married couple, only one spouse must be 62, but any other co-owner must meet all of the filing requirements, including the age requirement.

Another important requirement is that the property must have a homeowner's exemption. This excludes \$1,750 of the assessed value of the residence from taxation, reducing the amount of property taxes to be postponed.

The State eventually will recover the amount of the postponed taxes. The State Controller will place a lien on the property for the amount postponed.

The law provides for an interest charge of seven (7) percent a year to be added to the lien amount. The postponed taxes plus interest will be recovered after the property is sold or the claimant ceases to occupy the residence.

Homeowners who have received Senior Citizens Property Tax Assistance for the year 1977 will receive instructions and forms by mail from the Franchise Tax Board during the week of October 17.

It is possible for eligible homeowners to file for both the Property Tax Postponement and the Senior Citizens Property Tax Assistance programs. For more information and forms readers may call the nearest Franchise Tax Board office.

### Correction

ALBANY — The caption accompanying a picture of the Security Savings and Loan Association's Albany staff, and announcing the firm's acquisition by Allstate Savings and Loan, erroneously stated that the combined assets of the two firms was \$2.3 million. The combined figure actually is \$2.3 billion.

### Warren Miller

narrating his latest film

### In Search of Skiing

with door prizes and a preview of

Ski Levi's fashion show

Wednesday, Nov. 2, 7:30 p.m.

Berkeley Community Theatre, Berkeley

Tickets and information: Thrums Ticket Agency 444-8575



# TIRED OF MACHINE POLITICS?

—Why Are San Francisco Unions and Other  
Out-of-Towners So Concerned with Albany Politics?

—Do You Want the Dellums-Bates Machine to  
Run Albany?

## WE DON'T VOTE YES ON RECALL

The Albany Recall Committee Pledges That We Will  
NOT ENDORSE Any Former City Councilmembers  
to Fill Any Vacancy Created By the Recall.

### Albany Recall Committee

Janis Mulhall, Chairman, 905 Ventura, Albany, Ca. 94706  
Bernard E. Johnson, Treasurer, 624 Key Route, Albany, Ca. 94706

### FABRIANO FABRICS

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Berkeley (At University)  
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2229 Foothill Blvd., Oakland

### CORDUROY

Full color, wide whole 43 inches wide, 4 bolts,  
Reg. 3.98 yd.

Our Price **1.98** yd.

### WOOLS

40" wide, soft and cool weights, Plaid, solid,  
strip stripes. Full bolts. Value to 7.98 yd.

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### CALCUTTA

Full heavy weight. Red and dark green only.  
Full bolts 43" wide. Reg. 3.98 yd.

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Full color, washable. 54" wide, 1-5 yd.  
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Indigo brushed. Pre-washed and many other  
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Heated color, full bolts. 60" wide. Soft  
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From double beds to king sizes. Assort. types.  
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All Bedspreads **3.59**  
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### VELOURS

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A real hot fabric, large patterns and assort.  
types. Full bolts 43" wide. Reg. 3.98 yd.

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### 100% Polyester DOUBLE KNOTS

Washable. Post weights. 60" wide full bolts.  
Reg. Priced at 3.98 yd.

Our Price **1.00** yd.

### Jazz pianist Keith Jarrett sets concert

BERKELEY — Jazz pianist Keith Jarrett, whose solo concert in Berkeley Community Theatre last July sold out within a week of being announced, will appear there again, November 15. Once again, Jarrett's appearance is presented by U.C. Berkeley's Committee for Arts and Lectures. His group, "Belonging," comprised of Jan Garbarek, Paule Danielsson, and Jon Christensen, will perform with him in this 8 p.m. concert.

Among numerous awards Jarrett has received are Composer of the Year (1976) from "Melody Maker Magazine," Pianist and Composer of the Year (1975) from "Down Beat's" International Critics' Poll.

Tickets for the "Belonging" with Keith Jarrett concert are available at the CAL Box Office, 101 Zellerbach Hall, U.C. Berkeley (642-9888), BASS outlets (dial TELETIX), and most major ticket agencies.

## Everything.

EVERYTHING YOU NEED  
TO KNOW ABOUT BUYING  
OR LEASING A CAR.  
See Page 10



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PG&E will make insulating your home easier by arranging free estimates from two qualified contractors. If you request it, we'll inspect the work when it's done. And we'll give you a certificate of installation to R-19 standards.

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Do it now, before winter sets in. So you can feel warm all over about the money you'll save.

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☐ Send me more information on insulation.  
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ADDRESS

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**PG&E**

No one can afford to waste energy.



# Albany Times Mailbag -- letters from our readers

Editor  
Dear Sir:  
Members of the Recall Committee are being subjected to obscene tirades, and the American Flag has been desecrated by a band of hoodlums attempting to intimidate all decent citizens who dare oppose their views.

This is typical of Socialistic Radicals who have absolutely no regard for people's property or respect for our Country, except to seek refuge within the framework of the Constitution of the United States, when THEY violate our human rights. They continue in their attempt to destroy our equal rights, and the very symbol which guarantees us those rights, by desecrating our American Flag.

For thirty years, I have displayed the American Flag on my flagpole in front of my home without one single incident. On Thursday October 13, I put up a political sign on my flagpole just below the Flag, which apparently irked them, for two nights later someone, whom I presume to be of the Radical group, unfurled the halyard and desecrated my Flag by leaving it crumpled on the ground in the dirt all night long. The incident, in the nature of a complaint, was reported to our Police department for

the record.  
I swear, that in the future, I will take whatever steps as is necessary to protect my flag, my property and my rights as an American citizen. They will never intimidate me, for I believe in the American tradition of... United we stand, divided we fall. Don't ever forget what Mr. Whose-it-said—"We will bury you."

Sincerely,  
RAYMOND A. CIRIMELI  
Albany

Editor  
Dear Sir:

Why the recall? Responsible voters will seek answers to this question based on verified facts rather than biased reporting, misleading headlines or the "broken record" repetitions of the recall group. Does the constant replaying of a false statement make it true?

For example, the recall group continues to repeat that Jackson, Gleason and Griffin have "harassed... city employees and obstructed efficient performance of their duties." What evidence is submitted? Absolutely none! Yet the United Public Employees Local 390, which represents city employees, stated in a public letter, "You (the voter) should know this statement is absolutely untrue and without foundation." Similarly,

most of the other so-called charges are misstatements or lacking in substance.

The major issue is the dismissal of the former city administrator by the so-called majority council. Such action is a difficult decision, dreaded by most city councils and often avoided for fear of reprisal. No one relishes broadcasting the inadequacies of a long term public administrator. Certainly, more "seasoned politicians," concerned about their own political future, would have maneuvered more adroitly. However, there is ample evidence that the business of the city was not getting done, that there were serious inefficiencies and that the job had grown too big for the former city administrator.

The new city administrator, highly skilled and trained with a proven track record, has already shown that new leadership will be good for Albany's future.

Is the emotional and somewhat hysterical reaction of the recall group to a change in city administrative personnel a valid basis for a recall? Should not voters be allowed sufficient time to observe the merit of this change?

A NO vote on Nov. 15 will give citizens the badly needed interval of time to

view calmly the positive results of the new city administrative leadership and to assess fairly this action by Jackson, Gleason and Griffin on Albany's future. A NO vote will also eliminate another costly special election in January just before the required regular election in April, when voters must decide who will serve on the city council for another four years.

Wm. C. Woolworth

Editor  
Dear Sir:

I must take exception to Mr. Dario Meniketti's latest letter and challenge him on all three points he tried to make.

He states "... only after everyone concerned has talked and all the information presented has been evaluated, is a decision considered." (For some reason that reminds me of the joke)... first we give the defendant a fair trial and then we will hang him."

I doubt if any City Council have ever rendered a decision without making up its collective mind before a given meeting. And this council would certainly be no exception. Mr. Meniketti should refrain from referring to our type of government as a "democracy." It is not and was never meant to be. (It

is a Constitutional republic, Mr. Meniketti.)

This gentleman would have us meekly accept whatever the City Council would ram down our throats without any opposition whatsoever. Recall elections are as proper as the right to vote, and has nothing whatsoever to do with so-called "disrespect." (Good thing Mr. Meniketti wasn't around in 1776!)

Three strikes Mr. Meniketti. Now if he can just retire the three foul balls on the City Council we will win back a city.

W. D. Ferguson  
628 Talb Ave.  
Albany

Editor  
Dear Sir:

In the last two letters written by a Mr. Ray Cirimeli, and published in the Times, he refers to the council majority as "subversives", a despicable charge bordering on libel. I think he uses the word because of its sinister connotation. He certainly doesn't know what it means.

The Webster dictionary (if you have one, Mr. Cirimeli) describes subversion as follows: a systematic attempt to overthrow or undermine a government or political system by persons working secretly within the country.

Mr. Cirimeli, as usual, conveniently ignores the fact that every action of the city council (and I include the much-maligned council majority) is a matter of public record. For those few items that failed to make the public prints, Mr. Cirimeli, I am sure, can get the "poop" from Mr. Howell's overworked recorder or the city's tapes of the council's proceedings.

No, Mr. Cirimeli, there is nothing subversive or underhanded about the actions of the council majority in carrying out their public duties. It is simply that you don't like anything they've done, and to tell the truth, they've done some things that I disagree with. But on balance, they've done far, far more to benefit the city of Albany and all of its citizens than any previous council, and especially the one before the current council majority entered office.

In fact, your actions and those of the recall committee are more akin to, though not quite, subversive, since you and they are using every device at your disposal to overthrow (vote out) legally constituted members of our city council.

And for heaven's sake, Mr. Cirimeli, stop waving the flag as though you own it exclusively.

I, too, fought for this country, and I bow to no one, certainly not to you, when it comes to patriotism and love of my country. And when you equate flag and patriotism and country with the recall of three hard-working, law-abiding Albany citizens, who happened to have been elected to the city council, you are confusing the hell out of the city's voters; you sure confuse me. And don't bother to straighten me out; you can't do it.

Stephen Radkey

Editor  
Dear Sir:

Why do Mr. Raymond A. Cirimeli and Mr. Bernard Johnson repeat the same phony charge that Mayor Jackson and Councilmen Griffin and Gleason give

talks on the recall at the Senior Center? Why? The Senior Center staff assures me that the charge is 100% false! If the recall committee believes the staff is lying, then why don't they raise hell at City Hall? Meanwhile, it should name the dates that Jackson, Griffin or Gleason have spoken at the Center, or retract the charge! I say put up or shut up!

Why does Mr. Cirimeli say that the programs that Jackson, Griffin and Gleason have helped to provide for the seniors in Albany were done for the sole purpose of getting votes? Is he projecting what he would have done? Why is he so jealous? Would he admire Jackson, Griffin and Gleason if they did nothing for seniors? Councilmen Luoma and Howell voted for senior programs; did they, too, do it for votes? By the way, when is Mr. Cirimeli going to visit the Senior Center? I never see him there.

Ms. Janis Mulhall said that El Cerrito has twice the population of Albany and a budget of \$180,000 less than ours.

Does Ms. Mulhall realize that she made a very irresponsible statement; one that will alarm rather than explain? Why does she not compare the kinds and amounts of services each city provides? Why does she not compare the total amount of government grants that each city acquires? Why does she not compare wage rates?

Would Ms. Mulhall save money in Albany by reducing (1) the ambulance service, (2) the senior citizens programs, (3) parks and recreation, (4) police personnel, (5) wages to police and fire personnel, or (6) wages to city employees? How would she save money?

What is Ms. Mulhall's real motive behind the budget gimmick? If she thought Albany was spending too much money why didn't she speak up at City Council meetings or at budget sessions? I have spoken out on the budget many times, both at the Council meetings and budget sessions. I have attended all City Council meetings but one in the last six years and all budget sessions but one in the last two years, and I do not recall seeing Ms. Mulhall at any budget session. Nor do I remember one recall committee member ever speaking out

in favor of reducing the budget.

Why doesn't Ms. Mulhall speak about the parts Councilmen Luoma and Howell played in the budget? They, too, approved the police, fire, and union wage settlements and the city budget.

Albany's tax rate is \$1.77 per one hundred dollars of assessed valuation; El Cerrito's is \$2.027. Did you know that in 1976 Albany property taxes accounted for only 23% of the total city expenses? Think about it! Show your appreciation with a no vote on the recall.

Sincerely yours,  
DARIO MENIKETTI

Editor  
Dear Sir:

On November 15 the voters of Albany will decide the fate of three progressive city councilmembers and, thereby, the fate of representative government in this town. If the special-interest group mounting this recall succeeds in unseating Joyce Jackson, Mike Gleason and Pat Griffin, then holds a special election just before the regular April 1978 election, it will cost us taxpayers \$50,000. That is quite an indulgence. Besides, it is a transparent maneuver to create "instant incumbents" for the April election. No misconduct is charged to the councilmembers; it seems you and the recall committee are mainly peeved because the councilmembers listen to all the people's voices, instead of only to yours. You used to call all the shots, now you have to take your place with us "regular folks."

Since you have "thrown down the glove," or as you so inelegantly put it in your front page editorial, "thrown a monkey wrench into the playpen mentalities at city hall," I want to toss a baby-rattle back in your direction: Who contributed the \$2,700 to the recall committee? When they claim small, miscellaneous contributions under \$50, does it mean lots of little people or a few biggies laundering funds?

If as you claim "The Albany Three" don't listen to the people, then why do they have such long council meetings and so many public hearings? If as you claim that they spread fear and insecurity in the business community, why is there a waiting list to get into Albany stores and offices? If as you claim that they harass city workers, why does the City Employees' Local 390 oppose the recall? If as you claim they are not "fiscally diligent," how is it that they have offset property taxes with state and federal funds and given thousands of dollars to community services and programs?

Knowing the canons of journalism regarding fairness and balance, can you honestly say that you have treated the recall story in a professional manner? I think that your pro-recall bias is undignified and somewhat frightening, coming as it does from such a potent source as the Brown Media Monopoly.

JOHN MAYBURY

Editor  
Dear Sir:

Why didn't the Albany City Council follow through to protect the citizens of Albany against this invasion by an "Adult Book Store" into our family community?

A year ago the police department made a strong recommendation that a protective ordinance be enacted to keep this detrimental type of operation away from our business and residential areas.

The four-month moratorium then enacted by the council has expired, but the problem has not. I sincerely hope that the council majority's connec-

tions with the ACLU and its concern for "rights" of such entrepreneurs has no basis for this "do nothing" attitude.

MARJORIE B. KIRBY  
1223 Portland Ave.

Editor  
Dear Sir:

We have been in business in Albany for 25 years. We own and operate the Ellis-Olson Motor Hotel, a 250-room frontage on San Pablo Avenue. Naturally we have paid taxes during that time. The new tax on the Beautification Plan (Pablo Ave., eliminating entrance to our parking lot and driveway, a traveling south on Pablo Avenue would have to make a U-turn

Washington, a dangerous practice at around two blocks, is one-way south in order to reach our driveway.

The Super-Store on the other side of the parking lot pays for the privilege of using our lot. Also the patrons of Laundrette, Milly's Beauty Shop and the Kory Pit Restaurant on our lot. Even the Club and Albany T.V. view customers across the street, sometimes parking lot, since parking on San Pablo Avenue is almost impossible.

We are all for the good of our City, beautiful San Pablo Avenue, but why should we pay taxes on Albany business, not mention the taxpayers, we can obtain added income from the Federal Government. After all, a state highway is only a means of transportation to their destination.

Aren't we being scolded by the thought of loss and free federal funds for forgetting Albany business houses the Life Blood of Our City.

We urge you to consider painted medians rather than raised medians at center planting, which is costly to maintain, plus using our precious water.

MAY ELLIS OLSON

Editor  
Dear Sir:

In 1803, we bought the land that now makes up the States of Louisiana, Arkansas, Missouri, Illinois, Wisconsin, Minnesota, North and South Dakota, and parts of Montana, Wyoming, Kansas and Oklahoma from the French for \$15 million. The French threatened with a guerrilla war to take it back.

In 1867, we bought Alaska from the Russian Czar for \$7.2 million. Should we give Alaska back to the Soviet Union today, and pay them \$50,000,000 a year to take it back?

In 1917 we bought the Virgin Islands from Denmark so a naval base could be built to protect the Panama Canal from German attack during World War I. Should we give the Virgin Islands back to the Danes today and pay them \$50,000,000 a year to take it back?

And, in 1903 we bought the Panama Canal and the American Canal Zone from the brand-new Republic of Panama, and signed a treaty with them guaranteeing large annual payments to a share in the shipping tolls collected by the Canal. In that treaty Panama ceded to the United States the entire Canal Zone "in perpetuity" and agreed to treat the Canal Zone as "if it were sovereign" territory of the United States.

Do you think we should give it back to them and pay them \$50,000,000 a year in the bargain?

I say no! I say, "our canal!"

EDWARD H. BROWN

## Victorian Dickens' Fair to play Palace

SAN FRANCISCO — The 20th Century will once again welcome the return of the 19th Century Christmas world of Charles Dickens with the opening of the Great Dickens Christmas Fair & Pickwick Comic Annual at the Cow Palace for five weekends Nov. 19 to Dec. 18.

Visitors may celebrate the "Spirit of Christmas Past" in an authentic recreation of London entertainment halls, theatres, pubs and street fairs during the Christmas season at the time of Charles Dickens, circa 1850, when shopkeepers offered up their wares in the Victorian Christmas spirit to life Nov. 19-Dec. 18, including two Fridays, Nov. 25 and Dec. 16, 10 a.m. to 7 p.m. Friday and Saturday, 10 a.m. to 7 p.m. day. General admission \$5.95 adults, \$2.95 children 12 and under; senior citizens \$3.75 Fridays and Saturdays. For information readers may call 346-FAIR.

The Cow Palace reached via the Bridge off ramp from U.S. 101

## SAFeway has the SPECIALS!

Save Money On These... And Hundreds More Inside The Store!

 <b>Green Beans</b> Del-air, Frozen, 9 oz. <b>3.89¢</b> for	 <b>1-Lb. Bread</b> Mrs. Wright's, Super Soft Loaves <b>4\$1</b> for	 <b>Ritz Crackers</b> 1-Lb. Box <b>79¢</b>	 <b>Layer Cake Mix</b> Betty Crocker, 18.5 oz. <b>59¢</b>
 <b>Paper Towels</b> Gala II, 2-ply roll <b>55¢</b>	 <b>Frozen Pizza</b> Totino's, 13 or 13 1/2 oz. <b>93¢</b>	 <b>Ice Milk</b> Lucerne, 1/2 Gallon <b>89¢</b>	 <b>Salad Dressing</b> Wishbone, Italian, 16 oz. <b>99¢</b>
 <b>Popcorn</b> Town House, Yellow, Bag, 2-lb. <b>49¢</b>	 <b>Chicken Soup</b> Town House, with Rice, 10.5 oz. <b>4\$1</b>	 <b>Chili Con Carne</b> Nalley, 15 oz. <b>49¢</b>	 <b>Preserves</b> Empress, Strawberry, 24 oz. <b>\$1.19</b>
 <b>Cat Food</b> Friskies Buffet, 6.5 oz. <b>5\$1</b> for			



**Ruby Red Grapefruit 4\$1**  
Large Size, Florida Grown

**Bunch Spinach 4 bunches \$1**  
How About a Spinach Salad Tonight?  
Large, Crisp Stalks each **38¢**  
Great for Baking! lb. **10¢**  
U.S. No. 1 lb. **12¢**  
Sumat, Mini Packs, 14-Half Ounce Boxes bag **89¢**

**Tomatoes 39¢**  
Vine Ripened, Small Size  
Packaged lb.

 <b>U.S.D.A. GRADE A Fresh Fryers</b> Safeway, Whole Body <b>lb. 43¢</b>	 <b>BONELESS FULL CUT Round Steak</b> U.S.D.A. Choice Grade Mature Beef <b>lb. \$1.19</b>
 <b>Center Cut Pork Chops</b> Pork Loin <b>lb. \$1.58</b>	 <b>Pink Salmon</b> Frozen Fresh Thawed Pieces for Baking <b>lb. \$1.66</b>
 <b>Pork Loin Roast</b> Sirloin or Blade Cuts <b>lb. \$1.09</b>	 <b>Boneless Cross Rib</b> Roast, U.S.D.A. Choice Grade Mature Beef Chuck <b>lb. \$1.49</b>
 <b>Porterhouse or T-Bone</b> Steak, U.S.D.A. Choice Grade Mature Beef Loin <b>lb. \$2.14</b>	 <b>Pork Spareribs</b> Famous Oscar Mayer Ribs <b>lb. 99¢</b>

**YOUR SPECIAL STORE SAFeway**



# New Benson & Hedges 100's Lights



**Only  
11 mg  
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**Regular  
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**Who could make  
light of themselves  
better?**

11 mg "tar," 0.8 mg nicotine av. per cigarette, by FTC method.

Warning: The Surgeon General Has Determined  
That Cigarette Smoking Is Dangerous to Your Health.



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Discount Food Markets

SUPER DISCOUNT VALUE

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## GOOGA-COLA

16-oz. BOTTLE (PLUS DEPOSIT)

6 PACK

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\$1.43 VALUE

## TIDE

10¢ OFF DEAL

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GIANT PACKAGE YOU PAY

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### Pumpkin Pie

LYOYD J. HARRIS  
FROZEN 26-oz. 8" PIE

# 99¢



### Potato Chips

LAURA SCUDDER  
NEW NATURAL STYLE  
6-oz. PKG.

# 79¢



### Chunk Tuna

CARATON  
1/2 TIN

# 63¢



### Spreads

UNDERWOOD DEVILED HAM,  
ROAST BEEF, CORNED BEEF,  
CHICKEN, 4 1/2-oz. TIN

# 59¢



### Butter

CHALLENGE FIRST  
QUALITY CUBED  
1-lb. PKG.

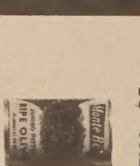
# \$1.29



### Mixed Nuts

TOM SCOTT  
12-oz. TIN

# 99¢



### Ripe Olives

MONTA BELLA  
MEDIUM RIPE 300 TIN

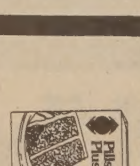
# 49¢



### Onion Soup

LIPTON'S MIX  
2-PACK PACKAGE

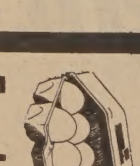
# 59¢



### Cake Mix

PILLSBURY PLUS  
ALL VARIETIES REG. PKG.

# 59¢



### Fresh Eggs

SYLVESTER  
LARGE GRADE AA  
(Natal Large Grade AA Doz. 66¢)

# 64¢

Doz.

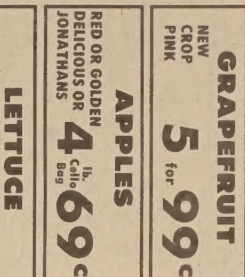


## TOMATOES

RIPE, FIRM  
LARGE SIZE

# 39¢

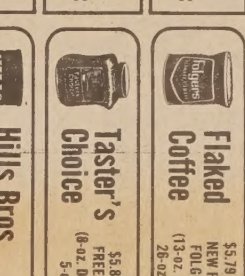
lb.



### GRAPEFRUIT

NEW CROP  
PINK

# 5 for 99¢

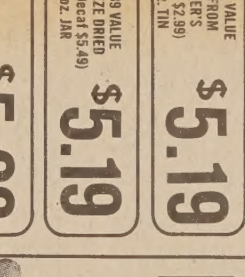


### APPLES

RED OR GOLDEN  
DELICIOUS OR  
JONATHANS

# 4 for 69¢


lb.



### Hills Bros Coffee

NEW FROM  
FOLLETS  
(13-oz. \$2.99)  
26-oz. TIN

# \$5.19

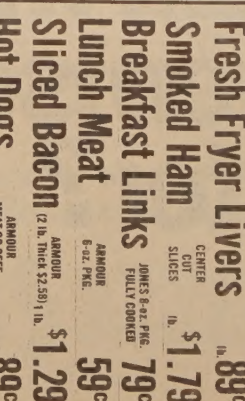


## FRESH FRYERS

CALIFORNIA GROWN--FRESH DAILY

# 49¢

WHOLE BODY LB



### Fresh Fryer Livers

CENTER CUT  
SLICES

# \$1.79

lb.

### Smoked Ham

JONES 5-4-4 PKG.  
FULLY CURED

# 79¢

lb.

### Lunch Meat

AMOUR  
6-oz. PKG.

# 59¢

lb.

### Sliced Bacon

AMOUR  
(2 lb. Thick \$2.50) 1 lb.

# \$1.29

lb.

### Hot Dogs

AMOUR  
MEAT OR BEEF

# 89¢

lb.

### Meat Loaf

AMOUR  
SEASONED

# 98¢

lb.

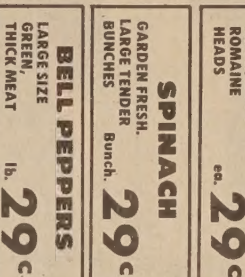


## POTATOES

U.S. No. 1  
OREGON  
RUSSETS

# 57¢

lb. Cello Bag

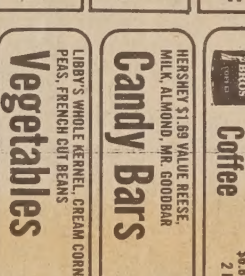


### SPINACH

GARDEN FRESH.  
LARGE TENDER  
BUNCHES

# 29¢

Bunch

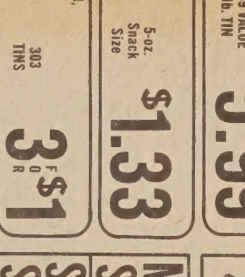


### BELL PEPPERS

LARGE SIZE  
GREEN, THICK MEAT

# 29¢

lb.

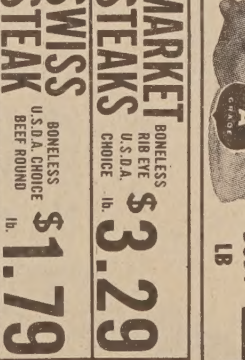


### Vegetables

LIBBY'S WHOLE KERNEL CREAM CORN,  
PEAS, FRENCH CUT BEANS

# \$1.33

303 TINS

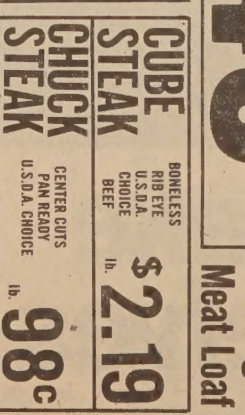


### MARKET STEAKS

BONELESS  
U.S.D.A. CHOICE

# \$3.29

lb.

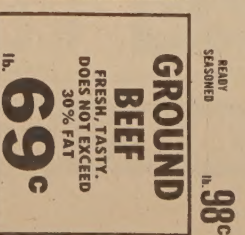


### CUBE STEAK

BONELESS  
RIB EYE  
U.S.D.A. CHOICE  
BEEF

# \$2.19

lb.

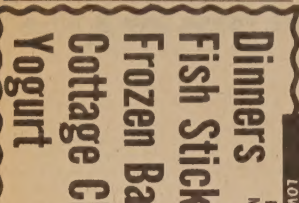


### CHUCK STEAK

CENTER CUTS  
PAIN READY  
U.S.D.A. CHOICE

# 98¢

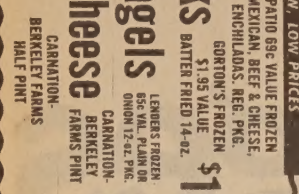
lb.



### Dinners

PATIO 69¢ VALUE FROZEN  
MEXICAN, BEEF & CHEESE,  
ENCHILADAS, REG. PKG.

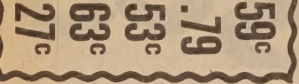
# 59¢



### Fish Sticks

GORTON'S FROZEN  
BATTER FRIED 14-oz.

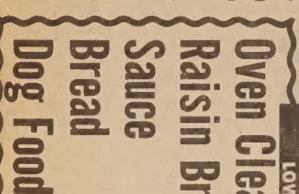
# \$1.79



### Frozen Bagels

LEBENS FROZEN  
85¢ VAL. PLAIN OR  
ONION 12-oz. PKG.

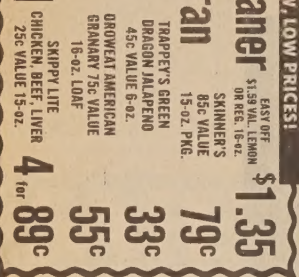
# 53¢



### Cottage Cheese

CARATON-  
FARMS PINT

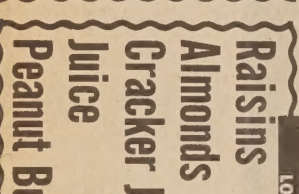
# 63¢



### Yogurt

CARATON-  
BERKELEY FARMS  
HALF PINT

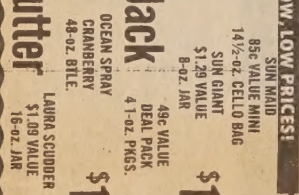
# 27¢



### Oven Cleaner

EASY OFF  
\$1.59 VAL. LEMON  
OR REG. 16-oz.

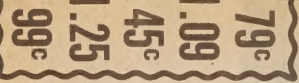
# \$1.35



### Raisin Bran

SKINNERS  
85¢ VALUE  
15-oz. PKG.

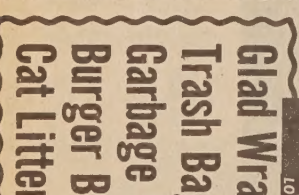
# 79¢



### Sauce

TRAPPET'S GREEN  
DRAGON JALAPENO  
45¢ VALUE 6-oz.

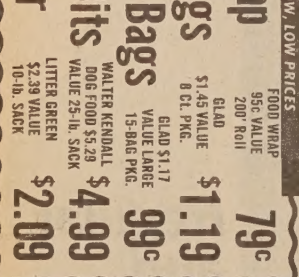
# 33¢



### Bread

OROWAT AMERICAN  
BERKELEY  
16-oz. LOAF


# 55¢



### Dog Food

SUPPLY LITE  
CHICKEN, BEEF, LIVER  
25¢ VALUE 15-oz.

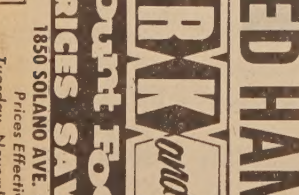
# 4 for 89¢



### Raisins

SUN MAID  
85¢ VALUE MINI  
14 1/2-oz. CELLO BAG


# 79¢



### Almonds

SUN GIANT  
\$1.29 VALUE  
6-oz. JAR

# \$1.09



### Cracker Jack

DEAL PACK  
41-oz. PKGS.

# 45¢



### Juice

OCEAN SPRAY  
Cranberry  
48-oz. BTL


# \$1.25



### Peanut Butter

LAURA SCUDDER  
\$1.09 VALUE  
16-oz. JAR

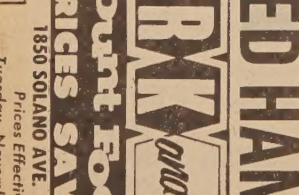
# 99¢



### Glad Wrap

FOOD WRAP  
95¢ VALUE  
200' Roll


# 79¢



### Trash Bags

GLAD  
\$1.45 VALUE  
8-oz. PKG.

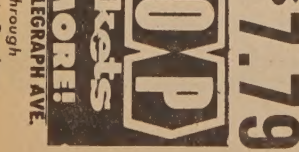
# \$1.19



### Garbage Bags

GLAD \$1.17  
VALUE LARGE  
15-BAG PKG.

# 99¢



### Burger Bits

WATER KENDALL  
DOG FOOD 55.29  
VALUE 25-lb. SACK

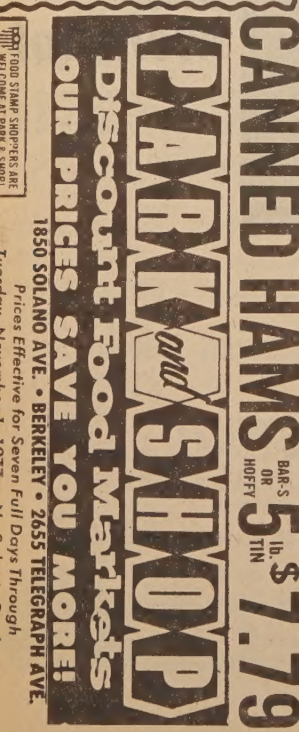
# \$4.99



### Cat Litter

LITTER GREEN  
\$2.39 VALUE  
10-lb. SACK

# \$2.09



## CANNED HAM

BAR-S  
OR  
HOFFY

# \$5.79

5 lb. TIN



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Pop Warner League

# Napa Patriots edge Bobcats

By JIM MARTIN  
ALBANY — The Napa Patriots dropped the Albany Bobcats 17-13 in a Pop Warner thriller at a Pop field on Saturday. By doing so, Napa handed Albany its third defeat in Golden Empire Conference play.

Albany took the opening kick-off on their 5 yard line and in eight plays drove in for the first touchdown of the game. The key play in the drive was a Joe Morrison pass over the middle to end Ed Lanza who ran 74 yards to the Napa 5 yard line. Leo Mouton's drive

through the right side of the line from the one yard line saw Albany draw first blood. A Morrison pass for the point after failed.

The Patriots wasted no time after receiving the ball. Their first play saw Bob Swandel sweep the left end and race 60 yards to

put Napa on the board. The kick for the points after failed.

Albany drove 43 yards in the next series of plays only to have Napa blitz and sack the quarterback who in turn fumbled for a Patriot recovery. The Bobcats stopped Napa twice before the half ended with Jim Giblin and Dave Gaskins recovering fumbles on Albany's 22 and five yard lines respectively.

Early in the second half the Patriots struck paydirt again when Rich Gomez swept the left side and raced 53 yards for Napa's second touchdown. Brian Carden's kick for the points after was good and Napa led 14-6. A Bobcat drive was stopped when a Morrison pass was intercepted by Dave Garcia on Albany's 49 yard line. The Patriot running game was stopped on the Albany four yard line where Patriot Brian Carden kicked a field goal.

Half way through the fourth quarter saw Bobcat Keith Haynes on a reverse sweep around left end, race 75 yards for Albany's second touchdown. A Joe Morrison pass to Leo Mouton for the point after was good.

Albany outgained Napa in total yardage 305 to 252. The Patriot running game saw them gain 231 yards rushing and quarterback Rich Gomez complete 3 of 9 passes for 21 yards.

The Bobcats gained 150 yards rushing and quarterback Morrison 5 of 13 passes which were good for 155 yards.

The Bobcats travel to Vallejo Sunday to play a 1 p.m. game at the high school field.

## Valley duck population down 62/

SACRAMENTO — Duck populations in California's great Central Valley are the lowest in a dozen years, according to results of a mid-September state-federal inventory of waterfowl taken during the time of crop predation.

The aerial survey by the Department of Fish and Game and the U.S. Fish and Wildlife Service produced an estimate of 556,000 ducks in the valley, down 62 percent from the 1,446,000 last year at this time and the lowest number since 1965.

According to the DFG, the inventory confirmed the forecast from northern breeding grounds that the population will be about the same as last year, but mainly pointed to a delayed migration to the Central Valley. Last year's population was the largest since 1960.

All available water is being spread on state and federal areas and private duck clubs.

The San Joaquin Valley held the most ducks (210,645). The Sacramento Valley count was 202,545, and the tally for the area from Sacramento to San Francisco was 142,810. Pintails (418,145) far outnumbered other species.

## Athletic Booster attendance 'good'

ALBANY — The Albany Athletic Boosters wish to thank the Albany Times for printing the article publicizing our meeting October 13. It produced the desired results. We had a good turnout and those present elected a new slate of officers for the coming year, a booster spokesman said.

The organization will be led by Abe Karim and Marietta Channess, the two of them sharing the office of president. Jesus Lanza will continue as secretary and Fleur and Walter Wallace will share the duties of treasurer.

The coaches, who were "well represented, gave the boosters a tremendous boost."

Phil Wanlin, the baseball coach, volunteered to be the staff member on the board of directors. Football coach, Dave Frey, wrestling coach Kermit Bankson, and Bob Hoyle who coaches football and wrestling offered their assistance and will play key roles in this year's programs.

"We were also happy to have with us the new basketball coach, Doug Kagawa. We wish him all the luck in the world for this coming season."

## Volleyball team downs Piedmont

BY ELIZABETH DUBRAVAC  
Coach, AHS Girls' Volleyball

ALBANY — Albany's volleyball teams scored a series of victories on their home court last week. The varsity downed Piedmont 15-12, 15-15 and 15-11 in Tuesday games, and the Jayvees beat San Leandro 16-14, 15-5 on Thursday.

Captain Katie Mahn is leading the varsity offense with 8 spiking kills against Piedmont and 9 against San Leandro. Cathy Mulvaney is doing excellent work in providing the sets for these spikes.

The varsity squad lost a close match to San Leandro Thursday — a 13-15, 15-13, 13-15 duel. They came from behind at 4-11 to win the second game and played tough ball throughout the third match. In the final game the umpire called an illegal set against Albany, giving San Leandro's best server the serve.

San Leandro scored the two points to win on that serve.

We almost upset San Leandro, currently in second place in the league, and I'm very pleased with the teamwork and the hustle on the court.

The Jayvees are developing a consistent game. After a loss to Piedmont, they scored a victory over San Leandro in two games. The team has developed a stronger game in serving, serve receiving and passing. Mary Jeanne Tenret scored five service aces and the team tallied 14 points on her serve against San Leandro. The team is improving in every game.

The final home volleyball match will be held tomorrow against Pacific — the League leader. And the community is invited to attend.

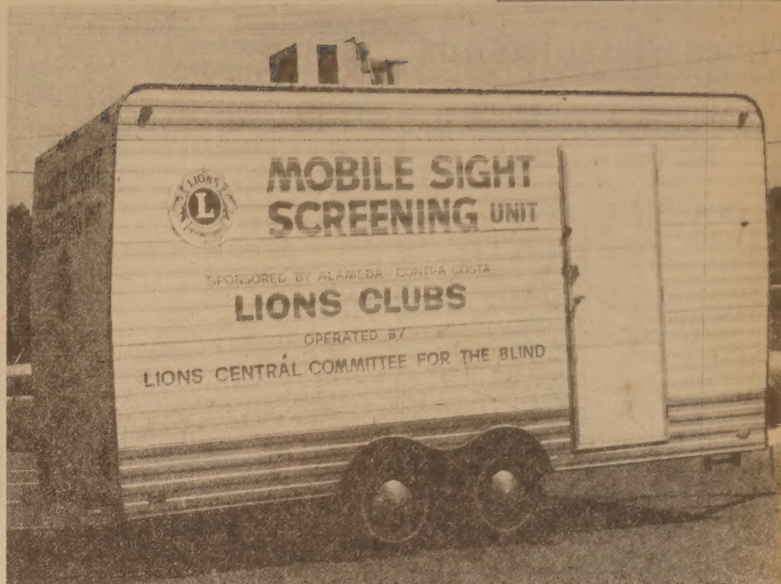
## Masquers tryouts

RICHMOND — The Masquer's Theatre of Point Richmond today announced tryouts for Jean Kerr's comedy, "Finishing Touches." The production will open in January and run for six weekends.

Auditions will take place at the Masquer's Playhouse, 105 Park Place, Point Richmond on Thursday and Friday at 8 p.m. There are eight roles, five males: Two in the early forties, one in the early twenties, one-seventeen and one - eleven year old.

Three female parts call for one woman in the early forties, one late twenties and one in the early twenties.

Director is Theo Collins.



IN ALBANY — A mobile sight-screening unit (above), will be in Albany all day Saturday, under sponsorship of the local Lion's Club. The trailer will be parked on the Safeway Store's parking lot on Solano Ave. "Any Albany resident is welcome to utilize this free service, offered to detect eye diseases and disorders", a Lions spokesman said today. — Luoma Photo

# Flenoid leads Albany Cougars to 28-19 win

Albany's Paul Flenoid is not omnipotent, but he might as well be — at least to Pacific's football team.

He was all over the field, both on offense and defense, Saturday, leading the Cougars to a 28-19 victory. As a matter of fact, he almost single-handedly accounted for a 20-point second quarter which put the game on ice for the Cougars.

After Pacific took a 7-0 lead when Tom Markow recovered a blocked punt in the endzone, Flenoid went to work — first on offense.

He pulled Albany to within a point with a

two-yard touchdown run. A few moments later, Flenoid hit Jeff Channess with a 28-yard scoring strike and ran in the conversion to put the Cougars up for good, 14-7.

Flenoid then intercepted a pass, racing 72 yards into the Vikings' endzone.

Gary Williams finished up the Cougars' scoring in the third quarter with a 75-yard run from scrimmage.

Albany's slow start was due to a lack of personnel which led to general confusion.

"We had only 22 guys suited up," recalled Al-

bany coach Dave Frey. "And we didn't have the right people in some spots in the first quarter."

But, once Flenoid took control, the Cougars began to ignore their problems. He finished the contest with two interceptions, seven tackles and three pass deflections on defense while rushing for 36 yards and passing for 44 on offense.

SCORING SUMMARY  
Albany (14) — 0 28 0 0-28  
Pacific (19) — 0 0 19 0-19  
Markow blocked punt recovery (Frey Kick); A—Flenoid 2 run (kick failed); A—Channess 28 pass from Flenoid (Flenoid run); A—Flenoid 72 interception return (kick failed); A—Williams 75 run (Flenoid run); P—Schultz 40 pass from Martinez (pass failed); P—Schultz 6 pass from Frasier (pass failed).

# Challenge Hikes will be conducted by EBRPD

ALBANY — Albanyites are invited by the East Bay Regional Park District, to participate in the district's newest nature program — challenge hikes.

"It's actually a series of naturalist led hikes de-

signed to help park visitors better understand and enjoy the 400-plus miles of hiking and riding trails criss-crossing EBRPD parklands," Nancy McKay, an EBRPD spokesman, said today.

The hikes will include Black Diamond Mines Regional Preserve, Briones Regional Park, Camp Ohlone, Coyote Hills Regional Park, Las Trampas Regional Wilderness, Mission Peak Regional Preserve, Pt. Pinole Regional Shoreline, Redwood Regional Park, Skyline National Trail and Wildcat Canyon Regional.

"A nucleus of hikers to begin learning the trails is now being sought from the numerous organizations which use the parks," according to EBRPD Resource Analyst Joe Rubini.

Along with instruction by EBRPD Naturalists, hikers will receive guide manuals designed for each hike. Embroidered patches representing the ten hikes will be offered at cost to all who participate in the sessions.

In turn, participants will be expected to share their experience with members of their own organizations as leaders of subsequent hikes.

Individuals wishing to sign up for the Challenge Hike Program should contact the Tilden Environmental Education Center (525-2233) to be placed on the mailing list for the program. The series of one-day hikes begins in November, and ends with an overnight camp to Camp Ohlone on May 6 and 7.

## Catfish planted in Clear Lake

SACRAMENTO — The Department of Fish and Game has completed its second annual plant of channel catfish in Clear Lake.

Some 45,600 sub-yearling channel catfish, weighing approximately eight - to - ten - pound were transported more than 800 miles from the Department's Imperial Valley Catfish Hatchery to Clear Lake last week.

Last year 11,880 channel catfish weighing 5.4 to - ten - pound were planted in the first year of a new program begun by the DFG to provide additional sportfishing in the lake. There were already a few channel catfish in Clear Lake from an experimental pen-rearing program done in the early 1970s. The channel cats are expected to grow rapidly and some will eventually reach 15-to-20 pounds, providing a new trophy fish for Clear Lake anglers in years to come. There is an ample food supply for them in the form of small bluegill and Mississippi silversides. There is already a substantial number of two smaller species of catfish in the lake; white catfish and bullheads. These two species reproduce naturally in Clear Lake, but DFG biologists believe that natural reproduction of channel catfish will be slight because of the lack of suitable spawning habitat.



## Albany Bowl

# Acme cutting Solano's lead

By PHIL ALSTON  
ALBANY — Eddie Burcher and Dave Richardson did the heavy hitting as Acme Printing Ink moved into second place in the 905 Majors at Albany Bowl by picking on last place Associated Coin Amusements for a 20-5 victory.

Burcher, who finished the night on a high note of 244, had 618 series, Richardson 615.

Meanwhile, Golden Gate Fields, behind Les Riedlinger's 642 series, was trailing down Solano Club 19 to 6 despite the best efforts of Scooter Travis, 573, and Roger Carlson, 572.

The loss reduced Solano Club's first place margin to 15 points.

Acme Printing Ink's hold on second place is tenuous, at best, since Golden Gate Fields is only one-half game back. Diablo Bowling Supply one game.

Diablo stayed in contention by disposing of Team Ten, 15-10, as George Schaber shot 266 game in fashioning the league's best set of the night at 656, and Dave Rubin supported him with 608. J. D. Grady had 257 game and 646 series for the Tenners.

Al Ochoa's 628 set the pace for a 16-9 Full House win over Team Six, and Nevada Tahoe Tours, with James Holland at 599, dumped Team Eight, 18-7.

The 870 Commercial also produced some good scoring as D & M Body Shop held on to first place by stringing B's Honeys 21-4 behind Bob Gherlone's 613.

Emily Simon's 602 helped Mary & Joe's hang on to second with an 18 1/2 to 6 1/2 win over BTO's, but the league's biggest numbers were recorded in Johnstown Flood's 17-8 decision over Lady Luck. Gordon Libby's 267-645 and Les Riedlinger's 611 gave the Flood the advantage.

Tom Kaya and Larry Kennedy shared honors in the Nisei Scratch. Kaya had 628 series to Kennedy's 626, but the latter's 246 game was one pin better than Kaya's best.

Dorris McIntosh posted a 230 game in leading Albany Eagles with 602 series, and Jackie Banks' 560 was the top offering in the Majorettes where Rich Altman's Dance Band holds a nine point first place edge over Diablo Bowling Supply.

Roland Lee featured a high degree of consistency in rolling 214-213-209 for 636 in Oakland Chinese play.

Socko Sinko gave Green Lantern League its best set of the season with 640, thanks to 246 middle game, and Ray Stewart hit 622 in Tri City Men's competition. Jon Bogart had 600, Kent Ochs 594 for 660 Classic, and Bill Schmidt 596 for 650 Scratch.

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Six 16 Oz. Bottles  
**75¢** PLUS DEP.

**Stone Creek CHABLIS and BURGUNDY**  
Reg. \$2.89  
**249** MAGNUM (Double Fifth)  
Your Best Buy In Premium Quality Wine!  
Case of 6 Magnums Mix or Match!  
**\$14.89**  
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**POTATO CHIPS**  
Reg., Dip or BBQ TWIN PAK  
**59¢**  
Prices Effective Wed., Oct. 26th thru Sun., Oct. 30th

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**JAY VEE**  
BLACK LABEL BOURBON  
8 yrs. Old 86 Proof  
Reg. \$10.79  
**9.89** 1 1/4 Liters  
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Case of 6 1 1/4 Liters \$59.29

**JAY VEE**  
GIN or VODKA  
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**EL SOBRANTE**  
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Joy's Shopping Center  
**SAN PABLO**  
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Ralph's Center



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Classified Advertising Rate (30 words or less) \$2.75  
All ads run in the Albany Times and Thousand Oaks Times for the one price. — Ads payable in advance.

May be placed at 1247 Solano Avenue before 4:00p.m. on Monday.

## CLASSIFIED INDEX

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| 36. Work Wanted            | 90. Too Late To Classify |
| 40. Miscellaneous For Sale |                          |

## REAL ESTATE

### ALBANY DUPLEX

On Buchanan St., convenient to bus, store, freeway access, this modern stucco building has 2 extremely large 2-bedroom apartments, each with front and rear entrance, individual fenced gardens. You could live here economically, let other unit assist with expense. At \$84,950, worth investigating. Call Mr. Williams.

### INVESTORS ATTENTION

It's rare to find a beautiful Albany apartment house on the market. Owner of this building has found a larger one, and has priced this fine 8-plex at \$205,000. It features beautiful spacious 3-room, 1-bedroom apartments with carpets, drapes, appliances. Low-maintenance but attractive landscaping gives a garden appearance. You can trade in your home or small income property if you'd like to start building an estate. Call Mr. Blank for information.

### WANT ALBANY HOME?

We have a beauty on Spokane Ave., built by MacGregor, with 3 spacious bedrooms. Ideal for family with children, as it's near both elementary and high school, with Albany Park and pool also nearby. Fenced garden, many other fine features, including new central heat. Priced at \$69,500. Call us for financing and other details. Mr. Williams.

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For rent, beautiful brand new, spacious 1-bedroom apts. 848 San Carlos. Extra large rooms, gold carpets, drapes, harvest gold appliances, \$270 to \$280. Hill view.

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527-3030

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Simplicity & graciousness mark this beautiful restored Queen Anne Victorian in Alameda's Gold Coast area. Only your inspection will enable you to evaluate the merits of this most appealing home. Evenings call Rita Smith, 521-0686.

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Attractively situated on a quiet cul-de-sac with a tremendous view is this 2 plus bedroom home. This beautiful home has warmth & friendly hospitality one expects to find in a truly lovely home. Eves. call Pat Porter 233-4096.

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1300 Solano Ave., Albany 525-8900

### 1611 CURTIS, ALBANY

To see it is to love it! 2 bedrooms, gleaming floors, central heat, fireplace, painted inside and out, deck and new tile in the kitchen. Ready to move into. \$52,000. Evenings Mr. Headington, 529-0303.

### 718 WASHINGTON, ALBANY HILL

Large 2-bedroom, 2-bath home. Downstairs rumpus room and wet bar. Lovely plank hardwood floors. \$60,000. Evenings call Mr. Freels, 525-4001.

### SNUG AS A BUG

Very comfortable, centrally located, charming 2-bedroom home. Quiet, tree-lined street. \$59,500. Evenings call Mr. Davis, 525-4834.

## Headington & Freels

1566 SOLANO AVE. 527-6365

## REAL ESTATE

### PRICE REDUCTION

On this spacious 3-bedroom, potential 4-bedroom, 2-bath, and newly remodeled kitchen & bath. Bay view with delightful yard. Look me over, my condition is excellent, my location is great and my figure reduced to \$89,500.

### OWNER ANXIOUS

Don't miss this six-room, 2-bedroom, 1 1/2-bath home. Beautiful living room, formal dining room, central heat near schools & transportation. Many other features. Priced at \$72,500.

### ALBANY MacGREGOR

Now is the time to purchase this sharp six plus 3-bedroom, 2-bath home. Newly painted inside and out. Located in one of Albany's most desirable areas. Priced to sell \$76,000.

### SMALL HOME

At a small price. Needs your decorating but terrific value for a retiree or a great starter home. Only \$39,500.

After Hours Call Jean Sindel 524-0376 or Merritt Thomas 525-3040

## JEANS REALTY

1484 Solano Avenue 524-8508

### MARVINS GARDENS REAL ESTATE

845-2000

### QUAINT & CHARMING

Rustic cottage with stone fireplace and real cellar. \$45,000.

### VITAL BROWN SHINGLE

Near St. Ambrose Church. A master craftsman has sensitively and completely renovated this home to preserve the classic character. \$54,500.

### LUGUBRIOUS ALBANY SELLER

Can't understand why her home hasn't sold. 2-bedroom home near Solano Ave. with wonderful family kitchen, full dining room, random plank floors and fireplace. Excellent buy at REDUCED PRICE \$52,500.

### THANK YOU

For your wonderful response to our new seminar program. If you missed "HOW TO BUY YOUR FIRST HOME" please call and put your name on our waiting list.

Sincerely,

Marvin Gardens Associates



### EL CERRITO

### JUST LISTED

Near 2-bedroom, 1-level home, fireplace, formal dining room, 220 wiring, central heat, enclosed patio, \$63,500.

### HERE IT IS!!!

3-bedroom, 2-bath "Meadows Built" home. One level contemporary styling, fine hardwood floors in living room, fireplace, electric kitchen and low maintenance landscaping. \$79,950.

### JUST RIGHT

For the busy professional couple who want a neat 2-bedroom home that is easy to maintain and great for entertaining. Secluded backyard with swimming pool. Near El Cerrito and BART station. Move-in condition. Asking \$75,000.

### BERKELEY

### WIN THE SPACE RACE

With rooms for all in this super 4-bdrm., 3 1/2-bath North Berkeley home. Sunken living rm., beamed ceiling, fireplace and random plank flooring, time saver kitchen with electric range, dishwasher and disposal. Cheerful family rm. with sliding door leading to patio under a giant oak tree. \$124,500. Eves. call Maria Morales, 524-1115.

### NORM WILLIAMS

### REALTOR

1702 Solano 524-2303  
7515 Fairmount 526-7192

### QUICK SECLUSION

But near transportation. House and cottage. Many unusual features. \$115,000.

### SUTCHER REALTY

526-8044  
1660 Solano Ave.

# PUBLIC SERVICES DIRECTORY

A—Instruction	B—Special Services	B—Special Services	B—Special Services	B—Special Services	C—Automotive
<b>LEARN TO DRIVE</b> We'll teach you what you should know. What's expected of you. The SAFE and PROPER rules to drive by. <b>BERKELEY Driving School</b> 524-5321, Eves. 283-3838	<b>FARNEL CONSTRUCTION</b> General Contractors Remodeling, alterations and new construction. Phone eves 526-0915 for free estimates. License No. 282387 Financing Available <b>FIREPLACES</b> Remodeled, Repaired, Corrected, Spark Arresters Lic. No. 327662 ROY AMACLERIO Fireplaces 526-7555 <b>Joe's Auto Glass Shop</b> Safety Glass Insurance Claims Given Prompt Attention 636 San Pablo Ave. 524-5268 <b>Home Repair and Maintenance</b> Plumbing, Electric, Carpentry, Deadlocks, Locks, etc. Estimates 524-7055	<b>ELECTRIC Service &amp; Supplies</b> Free Estimates OR 25% off retail for home-owner and do-it-yourselfers. <b>PLAZA ELECTRIC SERVICE</b> 527-5373 Lic. #248462 BankAmericard-Master Charge <b>THE CARPET DOCTOR</b> 2156 University Ave., Berk. <b>CARPET CLEANING SPECIAL</b> 300 Sq. Ft. ONLY \$2995 Call 848-0522 New Carpets — Vinyl/Hardwoods & Installation Available <b>WINDOWS</b> Old Wood Sash Replaced with Modern Aluminum FREE ESTIMATES 524-7055	<b>ESSER PLUMBING CO.</b> Sales and Service Water Heaters • Thermostats • Stoppages Cleared Service Is Our Business P.O. BOX 7005 For Day or Night Calls Phone 525-3163 <b>SBONCHO PLUMBING CO.</b> Water Heaters a Specialty Repairs — Remodel License No. 305033 1396 Solano Ave. 848-8910 <b>GEORGE BROWN SANDBLASTING</b> Blasting at Yard 1100 Fourth Street Berkeley Free Estimates 524-8952 <b>ELECTRICAL</b> Large or Small Jobs — Lower Rates Bonded — Work Anywhere License No. 139932 Free Estimates 524-8583 or 525-0146	<b>CARPENTRY CREATIVE DECKS</b> FENCES, REMODELING Exc. Local References 15 Years Experience <b>Roger Garner</b> 524-1431 <b>BILL'S HAULING</b> Light moving, shrub trim, general clean-up and trash removal. 845-5957 <b>Oscar's Hauling Service</b> Since 1930 — Free Estimates • Rubbish & Trash Hauling • Basement, Attic 1041 Peralta Ave., Albany 527-2267 <b>ED'S HOUSE &amp; CARPET CLEANING</b> Carpets, upholstery cleaned, steamers or shampooed. Walls and windows washed. Floors waxed. 529-2015 or 529-2731 Free Estimates	<b>HAVE A WELDING OR MACHINING PROBLEM?</b> <b>CALL Larry Bann</b> <b>MONARCH</b> Welding-Machining FIX-IT SERVICE — Local and Continental — Call Us Today 524-5328 1218 Santa Fe Near Gilman <b>E—Home and Garden</b> <b>HEATING</b> Air Conditioning and Sheet Metal Work — ESTABLISHED 1923 — State License 218714 <b>GRANHOLT</b> Sheet Metal Work PHONE 525-5721 501 San Pablo, Albany <b>ALERT CLEANERS</b> 1224 Solano, Albany Open Monday thru Saturday 7 a.m. to 7 p.m. Dresses, sport, all types of clothing. 525-6937

## REAL ESTATE

### HOME

Starting your own family? Ideal starter house. Young couple save on own home repairs. 1059 Kains, Albany. Call 836-2435. \$35,000 net. Principals only.

### 4-BEDROOM, RUMPUS

FIRST TIME OFFERED. Extra large living room with fireplace. 1 level living (rumpus and workshop downstairs). Fine family home. Many extras included, close to park and shopping. \$69,900.

### HAL HOFFMAN

Realtor  
1207 Solano Ave. 527-2326  
Opposite the Albany Library

## RENTALS

### Albany — Gateview

unfurnished apt. 1-bedroom, electric kitchen, 11th floor, tremendous view of tomorrow. \$300 per month. No pets.

### DAVID ROBINSON

### REALTOR

1300 Solano Ave. Albany 525-8900

### Albany — Nice 2-bedroom

house on Adams St. with extra basement rooms. \$385. Year lease. No dogs.

### WILLIAM HOPPE

### REALTOR

1316 Solano Ave. 525-1313

### 2-bedroom apt. Albany. Spacious.

modern. Stove, refrigerator, carpets, drapes. Adults only. No pets. \$225.

### HAL HOFFMAN

### REALTOR

1207 Solano 527-2326

### BERKELEY—Furnished or unfurnished.

Part-time 280 per month. Live in Albany. 1-bedroom 8-plex. A/EK, laundry, gas, water, garbage, parking included. \$145 to \$185. Call 222-2884.

### EL CERRITO — 1-bedroom house.

Unfurnished. Close to Plaza and BART. \$230. Call 524-2466.

### Albany—Gateview Towers.

1-bedroom, all the goodies. \$400. El Cerrito—3-bedroom house. \$410. Midway Realty, 527-3500. Evenings 526-4584

## RENTALS WANTED

WANTED—Garage to rent to store tent trailer. Call 526-4344.

RELIABLE, responsible working woman desires cottage or house in Berkeley or Albany. Rent to \$250. Miss Montgomery, 526-0048 evenings. References.

## HELP WANTED

INSTRUCTIONAL aide training program. Part-time 280 per month. Live in Albany. 1-bedroom 8-plex. A/EK, laundry, gas, water, garbage, parking included. \$145 to \$185. Call 222-2884.

## ATTENTION RESIDENTS OF ALAMEDA, ALBANY, EMERYVILLE AND PIEDMONT

TRAINING POSITIONS are now available in Sheet Metal/Welding and Bilingual (Spanish) Clerical Training Programs. Students receive \$2.50 per hour stipend, travel allowance, counseling, plus employment referral. Preference will be given to people receiving unemployment insurance benefits or public assistance. Training Center is located in Union City. For more information call: 471-1067, New Haven Unified School District.

RETIRED man for part-time work in hardware store. Send resume c/o Albany Times, P.O. Box 6158, Albany 94706.

WOMAN for small family operated store. Must have pleasant personality. Salary. Send resume c/o Albany Times, P.O. Box 6158, Albany 94706.

## MISCELLANEOUS FOR SALE

PROFESSIONALLY clean your carpets with lightweight RINSE/VAC steam cleaner. Rent at Pike's Electric Appliances, 377 Colusa Ave., Kensington, 526-6348.

OAK DESK, large \$15, accordion (Contina Model) with case. Good condition. \$150. 5 hp mini-bike (Wards) needs clutch, \$50. Call 526-3466.

## MISCELLANEOUS FOR SALE

FOR SALE—Washer, dryer, portable electric dishwasher & refrigerator. 524-4045, 8 a.m. to 6 p.m.

A GOOD living room chair, 48x62 mirror, also dresser mirror. Call daytime only 526-3894.

OVERSTUFFED chair, 2 coffee tables, lamps, dining room chairs, misc. dishes, ashtray stands. 956 Castro St., Albany.

GARAGE SALE: Tools, bicycles, plants, misc. Oct. 28, 10 a.m. to 6 p.m. 727 Cornell Ave., Albany.

## INSTRUCTIONS

FIVE music lessons by ear or note for \$4.00 with this ad. Carlie School of Music, 845-5631.

## PUBLIC NOTICE

On Wednesday, October 18, 1977, Resolution 77-14, setting forth the petition for the Recall Election to be held on November 15, 1977, the following precinct and names of workers was omitted from the printing:

They are as follows:  
26800 — 630 Talbot — Rumpus Room  
Inspector: Esther Cunningham, 401 Cornell #10  
Judge: Alice M. Erickson, 536 Talbot

Clerk: Marie B. Bertrand, 521 Talbot  
Clerk: William Schmidt, 734 Talbot  
PATRICIA A. DEMPSTER, CITY CLERK  
2018A—October 26, 1977

## NOTICE TO CREDITORS

SUPERIOR COURT OF THE STATE OF CALIFORNIA FOR THE COUNTY OF ALAMEDA No. 207667-2

Estate of ORA MARIE FABBRO AKA ORA M. FABBRO and ORA FABBRO (Deceased)

NOTICE IS HEREBY GIVEN to the creditors of the above named decedent that all persons having claims against the said decedent are required to file them, with the necessary vouchers, in the office of the clerk of the above entitled court, or to present them, with the necessary vouchers, to the undersigned at JACK C. RUNNION, Attorney at Law, Professional Law Corporation, Professional Building, Suite 125, El Cerrito Plaza, El Cerrito, California 94530, which is the place of business of the undersigned in all matters pertaining to the estate of said decedent, within four months after the first publication of this notice.

JOHN C. SILVA, Personal Representative of the Estate of the above named decedent

JACK C. RUNNION, Attorney at Law, Professional Law Corporation, Professional Building, Suite 125, El Cerrito Plaza, El Cerrito, California 94530

Attorney for Executor  
2015A—Oct. 5, 12, 18, 26, 1977

## NOTICE TO CONTRACTORS

CITY OF ALBANY, CALIFORNIA DEPARTMENT OF PUBLIC WORKS

Sealed proposals will be received at the office of the City Clerk of the City of Albany, 1000 San Pablo Avenue, Albany, California, until 8:00 p.m. on November 14, 1977 during the regular council meeting, at which time they will be publicly opened and read aloud for construction in accordance with the project plans and specifications to which special reference is made, as follows:

Construction of a sidewalk along Marin Avenue Extension Bids are required for the entire work described herein.

## CITY ENGINEER'S QUANTITY ESTIMATE

Item No.	Item	Unit of Measure	Estimated Quantity
1.	Move Chain Link Fence	Lin. Ft.	860
2.	8" Asphalt Concrete Extruded Curb	Lin. Ft.	900
3.	2" x 8" Headerboard	Lin. Ft.	860
5.	Aggregate Base C1.2	Tons	205
6.	Modify Catch Basins	Ea.	2
7.	Signal Modification at Jackson St. NIC		

Plans, specifications and proposal forms for bidding this project can only be obtained at the Public Works Office of the City of Albany, 1000 San Pablo Avenue, Albany, California, for a \$5.00 deposit. Deposit will be refunded to Bidders upon return of contract specifications.

The successful bidder shall furnish a labor and materials bond and a performance bond.

The City of Albany hereby notifies all bidders that it will affirmatively insure that in any contract entered into pursuant to this advertisement, minority business enterprises will be afforded full opportunity to submit bids in response to this invitation and will not be discriminated against on the grounds of race, color, sex, or national origin in consideration for an award.

Minimum wage rates for this project as predetermined by the Secretary of Labor are set forth in the special provisions. If there is a difference between the minimum wage rates predetermined by the Secretary of Labor and the prevailing wage rates determined by the City of Albany for similar classifications of labor, the contractor and his subcontractors shall pay not less than the higher wage rate.

Pursuant to Section 1770 of the Labor Code the Department has ascertained the general prevailing rate of wages in the County in which the work is to be done, to be as listed in the Department of Transportation, Division of Highways publication entitled "Equipment Rates and General Prevailing Wage Rates" dated October, 1977.

CITY OF ALBANY BY PATRICIA A. DEMPSTER, City Clerk

DATED: October 18, 1977 2023A—October 26, November 2, 1977

## PUBLIC NOTICE

ORDINANCE NO. 77-014

AN ORDINANCE OF THE CITY OF ALBANY IMPOSING A FOUR-MONTH MORATORIUM ON NEW ADULT ENTERTAINMENT ESTABLISHMENTS AND MASSAGE PARLORS.

THE COUNCIL OF THE CITY OF ALBANY DOES ORDAIN AS FOLLOWS:

## Section 1: FINDINGS.

(a) Adult Entertainment Establishments and Massage Parlors. There has been a proliferation throughout the area



# Albany area church news

**ST. ALBAN'S EPISCOPAL CHURCH**  
This morning the Rev. Warren Debenham, rector, will celebrate Holy Communion at 11:30. The Food Pantry will be opened by Penny James tomorrow, and on Tuesday, November 1, Ann Lamb will be in charge.

The Curses of God — the Difficult Question of God's Anger — will be Father Debenham's subject on next Sunday, the twenty-second after Pentecost. He will preach at both services, at 8 o'clock and at 10 o'clock, and will also be the celebrant of Holy Communion. He will be assisted by the Rev. Francis Symons, deacon, and Nabeel Jacob, lay reader.

The lector will be James Lamb, reading from Isaiah. Toby Rempel will serve as acolyte at 8 o'clock, and Alan Levinson and Kristy Scott will serve at 10 o'clock. The offertory anthem presented by the Senior Choir will be "Ye Servants of God."

A coffee hour in the parish hall will follow the 10 o'clock service. The adult discussion group will meet with Father Debenham in the parish library at 9 o'clock. All ghosts, witches, goblins and "things that go bump in the night" are reminded of the Haunted House which will be available for their homecoming on Halloween (October 31) at St. Alban's Church. All youngsters of the community, as well as those affiliated with St. Alban's, are welcome to take part in the fun and games which have been arranged by the Men of St. Alban's. St. Alban's Episcopal Church is at 1501 Washington Ave.

**ALBANY CHRISTIAN SCIENCE SOCIETY**  
At 11 a.m. Sunday the Bible Lesson Sermon will be titled, "Everlasting Punishment." The Golden Text is from I Peter: "The God of all grace, who hath called us unto his eternal glory by Christ Jesus, after that ye have suffered a while, make you perfect, stablish, strengthen, settle you."

The Reading Room will be open Tuesday afternoon, November 1, from 2 to 4 o'clock. The address is 1338 Marin Avenue.

**UNITED METHODIST CHURCH**  
Sunday services will be

held at 11 a.m. at the United Methodist Church, 960 Stannage Ave. Continuing the October series on the theme of "Exploring Jesus" the Rev. David Houston will speak on "Jesus the sinner?" The text will be Matthew 11 verse 19.

Christina Houston will be the Lay Leader. James Berling is the organist. At 9:30 every Sunday morning Nina Hazelton will lead a Bible study and prayer group in the Education unit at the church. Each week Sunday School is available for children in pre-school and the early grades.

This will parallel the 11 o'clock church service. Children will join the adults in the sanctuary during the first part of the service and then go to their classes. Nursery care will be provided for small children.

**GRACEMONT SOUTHERN BAPTIST CHURCH**

The members of Gracemont Southern Baptist Church, 1221 Marin Avenue, Albany, are inviting the public to worship with them Sunday.

The last Sunday in October will be the high attendance Sunday for both Bible classes at 9:45 a.m. and worship service at 11 a.m. Pastor Walter L. Phillips will bring the morning and evening messages. The evening service is at 7 p.m. following 6 p.m. church training.

Nursery care is available during the morning and evening worship services. Each Wednesday at 7 p.m. there is a group prayer and Bible study meeting.

**ASSEMBLY OF BAHAI'S**  
The Local Spiritual Assembly of the Baha'is of Albany is currently sponsoring "Baha'i Week" in Albany, with daily activities during the period of October 23 through the 29th.

The purpose of "Baha'i Week" in Albany is to proclaim the teachings of Baha'u'llah, Prophet-Founder of the Baha'i Faith. Baha'u'llah declared in 1863 that He was the new "Manifestation" of God, equal in rank and invested with the same divine authority as Moses, Buddha, Mohammed and Jesus Christ.

For further information on the Baha'i Faith and the remaining activities of Baha'i Week, call 525-1949.

## Openings in puppet class

**ALBANY** — The Albany Park & Recreational Department has openings in the Puppet Class which is held at Memorial Park Clubhouse, 1735 Portland Ave. Classes will be held on Saturday mornings, 10 a.m. to 12 p.m. The fee is \$12 for six weeks.

Construction and operation of five different kinds of puppets, including finger puppets, simple hand puppetry, paper mache' heads, paper bag puppets, sock puppets and head painting, is taught as in a class which will include making scenery and props for a puppet theatre production.

**PUBLIC NOTICE**  
**PICTIOUS BUSINESS NAME STATEMENT**  
FILE NO. 24418

The following persons are doing business as:  
ROSE AUTO BODY  
810 San Pablo Ave.  
Albany, Calif. 94706  
GRAY, GEORGE A.  
1629 Richmond St.  
El Cerrito, Calif. 94530  
ROSE, JAMES M.  
2254 Collins Ave.  
Pinole, Calif. 94564

The business is conducted by an individual.

(9) GEORGE A. GRAY  
This statement was filed with the County Clerk of Alameda County on date indicated by file stamp above.

**CERTIFICATION**  
I hereby certify that the foregoing is a correct copy of the original on file in my office.  
DATED: Oct. 12, 1977  
RENE C. DAVIDSON  
County Clerk  
By: P. FORSYTHE  
Deputy, County Clerk  
2021A—Publish Oct. 19, 26, Nov. 2, 9, 1977.

**King Tsin Restaurant**  
1695-1701 Solano Ave., Berkeley  
**NORTHERN CHINESE FOOD**  
Lunch Dinner  
11:30-2:30 4:30-9:30  
Sundays 4:30-9:30  
Private Rooms Available  
CLOSED TUESDAYS

**KING TU RESTAURANT**  
1335 Solano Ave. Albany 525-2285  
CLOSED WEDNESDAY  
Chinese Main Course — Szechuan Peppery  
Cuisine Lunch & Dinner  
Reasonable Prices • The Best Service  
BANQUET ROOMS AVAILABLE  
Hours: Mon. thru Sat. 11:30 a.m. to 11 p.m.  
Sun. 4:30 p.m. to 9:30 p.m.

Like a good neighbor, State Farm is there.

For Help with All Your Insurance Needs

See ED APELT or ED HERRNSTEIN

1331 Solano Ave., Albany  
Phone 526-8566.

**STATE FARM INSURANCE**  
STATE FARM Insurance Companies  
Home Offices: Bloomington, Illinois



**'FORD FLIGHT '78** — Representatives of more than 50 northern California Ford dealers took delivery of their first 1978 Ford Fairmonts at San Francisco International Airport this week following a "flight" in a DC-10. Shown here are (from left): Don Young, president, Albany Ford, and

John C. O'Donnell, Ford's San Jose district sales manager. On board the American Airlines DC-10, the dealership representatives held a breakfast meeting and learned about the all-new car via the aircraft television system.

## Senior citizen news

By Laurie Altman & Stephanie Fall Creek  
**TODAY:** World Affairs at 9:30. Creative Retirement at noon, guest speaker is Karen Holmeister, whose topic is "Russian Art Museums." Human Relations at 2 p.m. Supper at 4 p.m. is baked chicken.

**THURSDAY:** Bingo is at 10:30. Singing at 11:30. At noon we will stage the September-October Birthday Party, so come and celebrate! Afterwards, we'll play cards. Supper is macaroni-beef-tomato casserole.

**FRIDAY:** 10 a.m. is Painting & Drawing Class. The Community Service Group also meets at 10, working on Christmas tags and stuffing envelopes for the Lung Association. After noon bag lunch, we play Bridge, starting promptly at 12:30. Supper is baked fish.

**SATURDAY:** World History and Geography class at 9:30. Stitchery class also meets at that time. Dancing is from 2-5 p.m. Remember it's the Halloween costume party, with the most unusual costumes

winning a prize, and special cake will be served.  
**SUNDAY:** Open at noon. Come in and talk with your friends, have a cup of coffee, and play cards. Dance practice is next door from 2-4 p.m.

**MONDAY:** Halloween! Don't be frightened, learn how to be safe at home and while you're out. From 10 to noon, the Social Security Administration, in cooperation with the police department, will present a program on "Security & Safety." Field Representative Pam Mattson, and speakers from the District Attorney's office, postal service and a representative of the California Bankers' Association. This will be of interest to Seniors, so please attend. Watercolor class will meet at 12:30. Supper is macaroni beef casserole.

**TUESDAY:** 10 a.m. Dr. Moschetti will have foot clinic at the Center. Needlecraft Group meets at 10 a.m. You really ought to drop by and see the lovely crafts and "paintings in thread" that these ladies are making, come bring

your current project and work on it with a friendly group. And it is the day for the trip to Muir's home and lunch, and tour of a newspaper plant. Be here at 9:15, so we can leave at 9:30. We'll return at 5 p.m.

**WEDNESDAY:** World Affairs at 9:30 is a slide-lecture presentation about current events. Creative Retirement at noon brings speakers about different subjects, topic for this time is "Water Conservation," by Ron King. "Human Relations," at 2 p.m. is studying "I'm OK, You're OK."

Upcoming entertainment after supper includes: November 2, Laurie Altman with dancing and George M. Cohan songs; 3, Lee Wilder, speaking on hearing problems; 7, Mr. Price, Nutrition talk; 9, Mary Giles, singer; 17, Mr. Slemmons, slides of Singapore; 18, Mrs. Lassau, classical piano. As always make supper reservations in advance. Anyone 60 or over is cordially invited, suggested donation is 60 cents.

**SUPER SAVER**

**LIQUID DETERGENT**

JOY

48-oz. + FREE 12-oz. Bottle

**\$1.99**

**PRICE EXPLOSION**

**MAYONNAISE**

Kraft's Qt.

**\$1.09**

**SAVE MORE!**

**LIQUID DETERGENT**

IVORY 22-oz.

**79c**

**PIC 'N PAC**

GILMAN ST. & SAN PABLO AVE., BERKELEY

NO SALES TO DEALERS OR MINORS

WE WELCOME FOOD STAMP SHOPPERS

Prices Effective Thru Nov. 1

**MEAT Dept. SPECIALS**

**GROUND BEEF**

Fresh Daily 1 lb. 79c

**3 LBS. \$2.19**

**FREEZER SPECIALS**

**1/2 BEEF**

Approx. 300 lbs. Hanging Weight

USDA Choice Beef

**98c**

**COUNTRY STYLE SAUSAGE**

**59c**

**COKE-TAB OR FRESKA**

6/16-oz. Size

**79c**

Plus Dep.

**SAVE MORE!**

**SHORTENING**

Fluffo 3-lb.

**\$1.49**

**LIQUOR Dept. SPECIALS**

3 LOCATIONS TO SERVE YOU

- Gilman & San Pablo Ave. — Berkeley
- 10012 San Pablo Ave. — El Cerrito
- 17000-B Willow Pass Rd. — Concord

**SCOTCH**

BRIGADOON IMPORTED

**\$3.99**

**VODKA**

PIC 'N PAC

**\$3.09**

**Fresh-Picked PRODUCE**

**LETTUCE**

Solid Iceberg

**29c**

**POTATOES**

Loose Russets 2 lbs. **39c**

**TOMATOES**

Large Ripe lb. **39c**

**GRAPEFRUIT**

Texas Ruby 4 for **99c**

**PUMPKINS**

For Halloween Limited Supply lb. **5c**

**SHELF SPECIALS**

**COFFEE**

Folger's Flaked 25-oz. **\$5.39**

**GRAVY**

Heinz 4 Varieties 12-oz. Glass **49c**

**APPLE CIDER**

Tree Top 1/2 Gal. **\$1.39**

**DINNERS**

Stir 'N Serve Assorted **59c**

**DETERGENT**

Laundry Wisk Qt. **\$1.39**

**BATH SOAP**

Carson Bath Size **39c**

**MARGARINE**

Imperial Diet 1-lb. **59c**

**SYRUP**

Mrs. Buttersworth 24-oz. **\$1.09**

**MAC. & CHEESE**

Kraft's 7-oz. **3/89c**

**CHEESE**

Kraft's Singles 1 1/2 Lb. **\$1.99**

**BISCUITS**

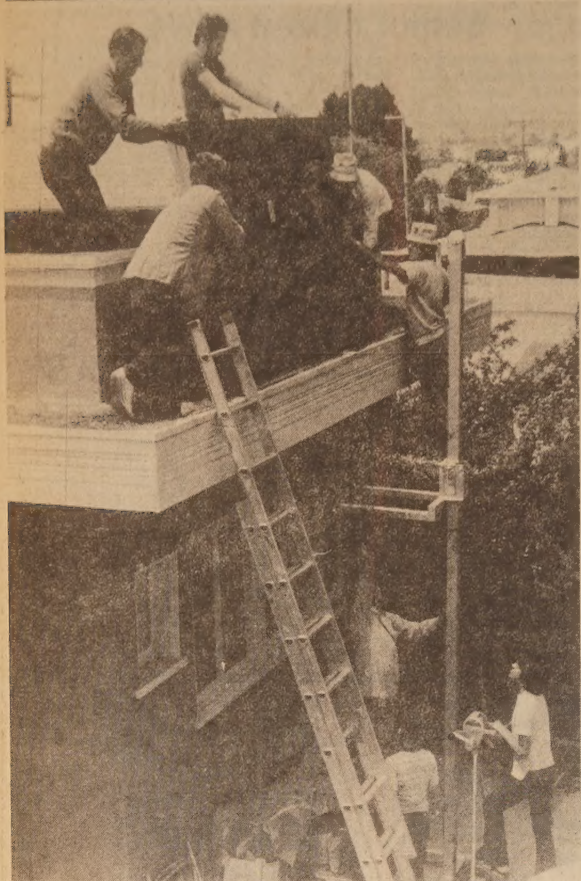
Tab of 10 Pillsbury **8/\$1**

**DETERGENT**

Sweetheart Liquid 32-oz. **69c**



# Club activities in the Albany area



**WORKING TOGETHER** — Hoisting a solar panel onto the roof of Byron McCulley's home are (on the roof from the left) McCulley of Berkeley, John Leopold of Oakland, Bob Dingman of Richmond, Richard Lohman of Albany, Gordon Nagai of Berkeley; and (on the ground from the left) Norman Smith, Alex Smith, and Paul Nagai, all of Berkeley. They are members of five area families who recently installed solar hot water heaters in their homes. Four of these homes will be open to the public next Sunday from 1 to 4 p.m. The families purchased five identical sys-

tems manufactured by Alten Corporation in Mountain View and distributed by Sun Ray Solar Systems in Walnut Creek. The price for the basic units was \$1385 for each system, not including plumbing or labor. The entire job was completed in six weeks of weekend work. The total installed cost for each home was \$1,600. Next Sunday, the systems will be on display along with other practical examples of the solar attitude. The home locations are: 1891 Thousand Oaks, 1718 Beverly Place, and 1813 San Lorenzo, all in Berkeley; and 722 Curtis St. in Albany.

**BAYVIEW AERIE**  
NO. 2323  
Twenty-two "old timers" received pins commemorating their service at a recent dinner session in the Bayview Aerie Hall. Recipients of 20 year pins were Frank Blades, Herman Day, Lyle Goforth, Ray Hendrickson, Theodore Knapp, William Lacey and Tom Iavaroni. Twenty-five year pins went to Donald Goss, Wendel Nelson, Gerald Snider, Philip Garcia and Emil Serb.

Awarded 30 year pins were Franklin Bowers, Tony Kalberer and James Turner. Cited for 35 years of services were Emil Chicou, Fred Twigger, George Hollfelder, George MacPherson, Joseph Marsalla and John Noe.

Chet Torre, who has been a member for 63 years, received the fraternal organization's 60 year pin.

**ALBANY POST 292**  
**AMERICAN LEGION**  
Commander Al Drozda is forecasting a busy end of the year, "and a busier first quarter in 1978." "November leads off with our Knapp Night (rehabilitation program for hospitalized veterans). We'll have a Christmas dinner for the post membership in December, and a Post New Year's Eve Party, to start off 1978. And in February we are the host Post for the second Area Meeting for Area Commander William (Bill) Spense. March is our Spring Dance. So we're re-

questing our post members to pitch in — we need plenty of help."

**SOROPTIMIST INTERNATIONAL OF ALBANY**

The local Soroptimists' major money-making project of the year — Casino Night — will be staged this year on November 12 at the Albany Temple, 533 San Pablo Ave.

**DEMOCRATIC WOMEN'S STUDY CLUB**

Councilman Carter Gilmore of Oakland will address the Alameda County Democratic Women's Study Club at their noon luncheon meeting Nov. 2, at Tom Leveley's Buffet, 336 Grand Ave., Oakland. "All interested persons are cordially invited to attend."

**BERKELEY-ALBANY YMCA**

The Berkeley-Albany YMCA announced registration for its Youth Basketball Association will begin on November 1st. The Youth Basketball Association, or YBA, is a program developed by the NBA Players Association and the YMCA.

The YBA emphasizes development of fundamental skills, fair play and good sportsmanship, and full participation by all players. The "win at all costs" philosophy often found in other youth athletics is definitely not a part of the YBA approach, a Y spokesman said.

The program will consist of one league for third and fourth grade boys and girls. All players will re-

ceive a YBA uniform T-shirt, a YBA players handbook, patch, and certificate, training in fair play values, and guaranteed playing time in every game. The games will be played on Saturday afternoons, starting January 14th for ten consecutive weeks at the Albany YMCA, 921 Kains, Albany.

"Space in the YBA is limited, so we encourage early registration. Registration is on a first come, first served basis; there are no tryouts. Everyone who registers plays. For a brochure with more information and a registration form, go by your nearby YMCA, or call Russ Hayward at 848-6800," he concluded.

**PRYTANEAN WOMEN'S HONOR SOCIETY**

Fifty women were initiated into Prytanean Women's Honor Society. Tuesday evening in a ceremony in the University House.

University House is the home of Chancellor and Mrs. Albert Bowker on the Berkeley Campus.

The initiation was followed by a sit-down dinner. Over 100 guests attended.

Prytanean Alumnae, Inc. is a group of University of California, Berkeley honor women graduates from 1900 to 1977 "who are dedicated to service and academic excellence. The main purpose of Prytanean is to aid undergraduate and graduate women students on the Berkeley campus."

Prytanean Alumnae have assisted in the funding of the Women's Center on campus, the Educational Opportunity Program, "and a variety of student community projects."

**BERKELEY LODGE NO. 279 I.O.O.F.**

Berkeley Lodge No. 279, Independent Order of Odd Fellows, will meet on Thursday at 8 p.m. in the Berkeley Odd Fellows Temple, 2288 Fulton St. Noble Grand Albert P. Brewer will preside over the meeting. The principal business will be the second nomination of officers for 1978.

Light refreshments will be served in the banquet hall.

**BERKELEY REBEKAH LODGE NO. 262 I.O.O.F.**

Berkeley Rebekah Lodge No. 262, Independent Order of Odd Fellows, will entertain the officers of the other lodges of District No. 7 this evening in the Berkeley Odd Fellows Temple, 2288 Fulton St. Medra Chandler will be the chairman for the evening.

Each officer will have as her guests the corresponding officers of the visiting lodges. Noble Grand Bertha Nickell will convene the meeting at 8 p.m. The principal business will be the Second Nomination of Officers for 1978.

Light refreshments will be served after the business session.

**COURT BERKELEY NO. 1049**

**CATHOLIC DAUGHTERS**  
A pot-luck dinner is

scheduled as the first social by Court Berkeley No. 1049, Catholic Daughters of America, Friday at 6 p.m. at St. Jerome's Church, 1400 Curry and Carmel, El Cerrito.

Mrs. Frank Heaney, chairman, "and will be assisted by other members of the Court."

**OAKLAND YMCA WOMEN'S HEALTH CENTER**

The Oakland Center, YMCA's Women's Health Center, 2101 Telegraph Avenue, will offer a six-week course in self defense for women. Instruction will incorporate strength training, self defense techniques, self confidence and psychological tips.

Class will be held five days 10 to 12, beginning Oct. 29. The fee is \$10. Y-members and \$25 for non-members.

For further information, readers may call 451-0100, X. 21.

**BERKELEY WOMEN'S CENTER**

A six-week support group for "Women in Transition" facilitated by Beverly Burch and Margaret Newman, is scheduled tomorrow, every Thursday, 7 p.m. A donation is requested.

**ALBANY LIONS CLUB**

Albany Lions are sponsoring a ladies night tomorrow evening, at which Ralph Jordan, of the Vista Lions Club will be the principal speaker.

## Harpichordist in Hertz recital

**BERKELEY** — Internationally recognized harpichordist Kenneth Gilbert will give a recital in U.C. Berkeley's Hertz Hall Friday at 8 p.m. The performer - teacher - recording artist will appear in Berkeley under the sponsorship of the Committee for Arts and Lectures.

Tickets are available at the CAL Box Office, 101 Zellerbach Hall, U.C. Berkeley (642-9988), and at major ticket agencies.

## New brochure on real estate loans

**SAN FRANCISCO** — Home buyers can gain information on real estate loans from a new Bank of America consumer booklet made available today.

The booklet, titled "The Facts About Bank of America's Residential Real Estate Loan Programs," is available without charge at the bank's branches.

The booklet provides information about the types

and nature of residential real estate loan services, the kinds of costs involved in the loan application and closing procedures, and some of the safeguards protecting consumer rights.

"Your most basic right in this area is your freedom to choose," says the booklet. "You have the right to make your own decisions at various crucial points during the real estate loan and closing process, beginning with your right to choose a lender," it says.

To evaluate the services lenders offer, the booklet offers these questions for consideration:

• What rate of interest will the lender charge on the loan?

• What financing and escrow services does the lender offer, and at what fees?

• Will the lender assess penalties if monthly payments are late? How much is the penalty? Is there any grace period before it is assessed?

• What premiums, if any, will the lender apply if you pay off your loan early? What are the conditions under which these premiums apply?

• Will the lender require you to deposit funds in a special reserve account to cover costs such as insurance premiums and property taxes? When and how much do you have to pay into that account, and will the account earn interest?

The 24-page booklet includes sections on Bank of America policy regarding credit eligibility, property appraisal, the credit decision, escrow, loan documents, repayment, tax and insurance reserve accounts, prepayment, delinquent payments and late charges, payoff and reconveyance, default and foreclosure, assuming a loan, sale of a loan in the secondary market, and suggestions on where to go for help on credit problems.

Transportation and Utilities was down by 100 to 121,600 but this was still 400 higher than September, 1976. The Finance, Insurance and Real Estate group was also down by 100, to 118,100, but this total is 1,900 above the figure for September, 1976.

Government employment, including federal, state and local agencies, totaled 300,100 in September, down 800 from August but 5,900 higher than a year ago.

Farm wage and salary employment totaled 12,800 in September, compared with 12,400 in August and 13,200 in September, 1976.

## Unemployment down as employment rises

**OAKLAND** — Unemployment in the San Francisco/Oakland metro area in September declined to the lowest level in 33 months and employment rose to a new record high, it was reported today by the State's Employment Development Department.

The seasonally adjusted unemployment rate fell from 8.6 percent in August to 8.3 percent in September. The number of unemployed in September was 117,300, a reduction of 9,100 since August and a drop of 28,200 over the 12 months since September, 1976. The unemployment total is now lower than at any time in 1975, 1976 or 1977. The total was 115,100 in December, 1974, after which it climbed to a high of 173,300 in July, 1975. Since then, it has been trending downward. A year ago, it was 145,500.

Employment in September was up by 5,000, over the month and passed the 1,400,000 mark for the first time to set a new record high of 1,400,800 employed residents of the Bay Area.

The unemployment rate, at 8.3 percent, is 3.5 percentage points below the peak of 11.8 percent reached exactly two years ago, in September, 1975, during the nationwide recession. A year ago, in September, 1976, the rate was 10.2 percent.

The monthly survey of wage and salary employment by place of work (including commuters as well as residents) shows a total, all industries, of 1,416,500 employed in the Bay Area. This is an increase of 6,700 jobs over the month and 27,600 jobs over the 12 months since last September.

All the major non-farm industrial categories of employment shared in the over-the-year gain.

Construction has added 800 jobs since August and now totals 63,700. This compares with 60,100 in September, 1976.

Manufacturing employment totaled 194,500 in September, a net monthly gain of 2,100 jobs; a loss of 1,200 jobs in the nondurable goods sector was more than offset by a gain of 3,300 jobs in the durable goods sector. Over the year since September, 1976, this industry has gained 2,000 jobs.

Wholesale trade employment was up by 1,100 jobs to 93,700 and retail trade gained 1,700 jobs to total 222,000 in September. Total trade employment is up by 6,500 over the past 12 months. The large conglomerate of service industries showed a net gain of 1,600 jobs over the month to reach a total of 287,700 in September. This total is 7,600 higher than a year ago.

Transportation and Utilities was down by 100 to 121,600 but this was still 400 higher than September, 1976. The Finance, Insurance and Real Estate group was also down by 100, to 118,100, but this total is 1,900 above the figure for September, 1976.

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Farm wage and salary employment totaled 12,800 in September, compared with 12,400 in August and 13,200 in September, 1976.

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### WE OFFER BOTH.

Please understand that The Mechanics Bank isn't trying to make the choice for you. We offer both auto loans and auto leasing. And there are many benefits to both. We just want to help you look at both possibilities before you choose. The right decision might save you some money. And if we make you happy, you'll come back for our other services, too. And that will make us happy.

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You know the procedures and benefits of buying a new car. You pick the car, pay your down payment to the dealer, arrange with the dealer for an affordable Mechanics Bank auto loan, and drive the car off the showroom floor. And once you've paid off the loan, you own the car.

### MISCONCEPTIONS AND FEARS.

Most people automatically choose an auto loan instead of leasing. Not because it makes more sense, but because they don't understand the benefits of leasing. They have misconceptions and unwarranted fears. Such as, "Large balloon payments at the end of the lease are inevitable" and "You'll never get the car of your choice" and "Only businessmen lease cars." All untrue.

### BENEFITS OF LEASING.

Here are three benefits of leasing you should consider:

1. Lower initial investment. Compared with buying, the initial investment on leasing is much lower. So, you don't have to tie up a lot of capital.
2. Lower monthly payments. At The Mechanics Bank, we can "customize" a lease plan for you. So, if you really want more affordable monthly payments now, and can afford a larger ending payment, it's your choice.

### 3. Tax advantages.

To name one, when buying a car, you have to pay 6½% sales tax in one lump sum. In leasing, it's spread over your monthly payments. Again, you don't tie up your capital. And for people who use their cars for business, there are other tax advantages, too.

### OUR APOLOGY.

In this short space, it's impossible for us to discuss all the pros and cons of buying and leasing. But hopefully we've convinced you to look into both before deciding. If you have any questions, call us for more information.

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MEMBER F.D.I.C.







BIRDSEYE VIEW OF **BERKELEY,** *Cal. 1891.*

# Berkeley And Gazette-100th Anniversary

The IG Berkeley Gazette's Special Centennial Edition



# The credits

Pouring through the yellowed newspaper clippings and eye-wrecking microfilm has been a fascinating journey through the Gazette's and the City of Berkeley's rich past.

On the occasion of the Gazette's 100th anniversary (the Gazette's ancestor was founded March 10, 1877) and the city's upcoming centennial anniversary (incorporated April 1, 1878) we felt a historical look at how both institutions arrived to their present-day form would be particularly proper and timely.

In this issue there are articles about the area's first settlers, the incredible flight of Berkeley's 450-foot dirigible in 1908, the surprise election of a socialist mayor in 1911, the lawsuits by plucky Mary Henderson which held up the railroads here, the Free Speech Movement, the big fire of 1923, Pete and Hannah, Berkeley's first known black residents, and much more.

The issue would not have been possible without the Berkeley historians who have taken the time to keep track of the way things were and make it possible for all of us to take a look at our Berkeley roots.

Our gratitude goes to Louis L. Stein Jr., historian; J.R.K. Kantor, University of California archivist; The Bancroft Library; Lt. Robert Ludden, UC Police Department; staff of the Berkeley Public Library; Ken Stein, historian; Ray Colvig, Public Information Manager at UC-Berkeley; Harry Stoores, the Berkeley Chamber of Commerce; Marguerite Hussey, whose memory about Pete and Hannah was invaluable; the WPA writers project; and of course, the late historians William Ferrier and George A. Pettitt.

The major contributor for the edition was Peggy Skorpinsky, a Berkeley freelance writer who was once a staff writer for the San Francisco Chronicle. Other articles were written by Ray Colvig, Richard Corten, and Independent-Gazette staff writers Norman Colby, Dave Cheit, Lance Gilmore, Eleanor Edwards, Robert Kroll, Allen Kanda and Gordon Raddue, and news editor Fraser Felter. Photographer James Pease contributed photo research, August Maggy was the make-up editor, and John Palazzatto designed the cover.

The cover is a portion of an artist's conception of a bird's eye view of Berkeley in 1891, and was provided by local historian Ken Stein, who has the maps in large poster size on sale in various stores around town (see page 27 for another look).

The map, by Berkeley artist E. S. Moore, depicts the various communities which existed prior to Berkeley's incorporation in 1878, including Ocean View and Lorin. The maps were printed by local merchants and distributed to customers with the firm's name on it.

This copy bore the name of Irwin and Johnson, Real Estate Agents, on Adeline Street.

Cropped from our cover but visible on the full maps are various points of local interest of the period, including what Moore describes as an "illicit distillery, discovered by U.S. Revenue officers, where the celebrated eucalyptus balsam is distilled . . ."

Only one structure on the map remains standing, that being South Hall on the University of California campus in the bottom center cluster of three buildings.

—Keith Harmon,  
Edition editor



CALCAMPUS (UPPER VIEW) BOASTED TWO BUILDINGS AND 191 STUDENTS IN 1873, BUT NOW (LOWER VIEW) HAS 200 BUILDINGS AND 28,000 STUDENTS

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## A tangled history

# UC finds its way to Berkeley

The University of California at Petaluma? It could have been. Or UC at Clinton (a forgotten spot east of Oakland). Or even UC at San Pablo.

And then there would have been no Berkeley. Just a larger Oakland, probably, or maybe an eastward expansion of the town known as Ocean View.

The story of how there came to be a University of California and why it came to be located in Berkeley is tangled up with the history of the Gold Rush, frontier politics, religious enlightenment, American idealism, a progressive federal act, and a decision based ultimately on water.

The hope for a university came as early as 1849 at the state's first Constitutional Convention in Monterey.

The dream confronted a harsh reality: with everyone flocking to the gold mines there was little chance to raise tax funds for the support of government — let alone of education.

"Mind before mines" was the motto proposed by a noted churchman, but it would be almost two decades before the interests of mind and mines were reconciled to their mutual benefit.

In the interim, private schools and academies sprang up. The Contra Costa Academy opened in Oakland in 1853, and two years later it was incorporated as the College of California.

Among the supporters of the private college were ministers who had come west for missionary work — men who had also earned college degrees and held firm beliefs in the value of higher education.

They faced some fierce challenges.

When the first little academy couldn't pay the full wages of its housekeeper, the man (Quinn by name) "squatted" in the building, hung out a "boarders and lodgers wanted" sign, began selling drinks, and may have been on his way to turning the school into a bawdy house.

After the academy reopened as a college, the debts grew larger and a hardware dealer even threatened to repossess the college bell — because \$90 was still owing.

The Rev. Henry Durant, president of the college, sometimes lost patience as he pursued his fundraising: "Individuality is carried to an extreme in California. Our fast living may almost all of it be referred to intense selfishness. Indeed . . . (the people) are sensualists and materialists, or nearer that than anything else."

The College of California was located at 12th and Franklin Streets in Oakland — a site later occupied by a hotel and a drinking establishment called The Hollow

Leg (well known to generations of Oakland journalists).

Dreaming always of expanding their little school into a University for all the people, the college founders began in the mid-1850s to seek a larger and more permanent site.

Dr. Horace Bushnell, a minister who had come west for his health, made a careful study of several sites including ones near San Jose, Oakland, and Petaluma as well as San Francisco, Napa, and San Pablo.

One by one the choices were abandoned, until finally the college trustees came back to a site they had considered about four miles north of Oakland — but had earlier rejected because it seemed to lack water.

When a better study showed an abundance of water, they agreed in 1857 to obtain 124 acres of empty farmland from five settlers on a site between the north and south forks of Strawberry Creek.

The trustees bought one parcel of land for \$1,200, another was donated, still others were obtained under a \$2,000 mortgage.

By 1860, enough land had been acquired to permit a dedication ceremony at Founders' Rock, the prominent feature that is now just inside the campus at Hearst Ave. and Gayley Road. And five years later, a group of trustees and friends visiting the still-empty campus site were inspired to name it after George Berkeley, the philosopher and bishop of Cloyne.

Other ideas for education in California were being hatched in the 1850s, and one faction wanted to establish a state military institute modeled after West Point.

"Its graduates would go forth with a sound practical education based upon system and order," said one of its advocates.

As it happened, though, the University of California emerged from a blend of ideas developed from federal, state, and private movements.

With little ceremony and no flashbulbs popping, Governor Henry H. Haight signed "An Act to create and organize the University of California" on March 23, 1868 — the event still celebrated each year in UC's Charter Day.

Passed unanimously in the state legislature, the bill (known as The Organic Act) set the general design for the University, established the Board of Regents, described the duties of the president, authorized an Academic Senate, set a tradition of free tuition (which lasted a hundred years), provided numerous safeguards against political and sectarian control, and even hinted at the possibility of establishing additional campuses.

Not as prophetic, though, were the Act's provisions that the Secretary of the Regents must be a "practical agriculturist" and the requirement that "the dormitory system shall not be adopted."

With its stress on agriculture and the mechanical arts, the Organic Act enabled California to take advantage of the federal Land Grant College program. California's share was 150,000 acres of federal land — eventually sold for about \$750,000 and yielding perhaps enough interest on the invested funds to pay the salary of one professor. More important was the spur to state action that the federal Land Grant Act had provided.

The Organic Act also authorized the state to accept the donation of the College of California, including the college buildings in Oakland, the empty campus site in Berkeley, and sheep of unpaid bills. But it also obtained the first traditions for high quality education in the liberal arts.

University classes began in Oakland in September 1869, with 40 students, 10 professors, and no president.

General George B. McClellan of Civil War fame (and Lincoln's opponent in the 1864 elections) was the first to be offered the UC presidency. But a political furor developed, and McClellan declined the offer. Appointed instead as first U.C. president was the Reverend Durant, who had been head of the College of California.

By the time UC classes moved from Oakland to Berkeley in 1873, a temporary tuition fee had been abolished and women students had been admitted on an equal basis with men.

"Every young woman should be fitted to do something in life," said one editorial of the time. "Too many of this period are raised in extravagance and carelessness for the superficial glitter of an easy exciting life."

When classes opened in Berkeley, there were 18 students, two campus buildings (North Hall and South Hall), 20 professors, a couple of dozen courses, a few nearby farmhouses, and one "sort of restaurant."

An Oakland newspaper accused the restaurant of price gouging, and said that "indigent young men could afford to pay four bits for a cup of coffee, a slice of bread, and a few sour apples."

The university president wrote that Berkeley had "no school, no practicing physician, and but few indifferent stores."

"The walks and roads are in bad condition most of the year, and the inconveniences of family life are great."

Right off the bat there were housing shortages and

(Turn to Page 3)





—University Archives, The Bancroft Library  
THIS DOWNTOWN OAKLAND BUILDING SERVED AS FIRST UC CAMPUS FROM 1869 TO 1873



—University Archives, The Bancroft Library  
BRAYTON HALL, ONE OF THE ORIGINAL UC BUILDINGS WHEN IT OCCUPIED OAKLAND CAMPUS



—Bancroft Library  
COLLEGE HALL TOWER IN OAKLAND



—University Archives, The Bancroft Library  
THE CHEMISTRY FRIENDS POSE FOR A PICTURE AT THE SOUTH HALL LABORATORY IN 1880



—University Archives  
CALIFORNIA GOV. HENRY HAIGHT

## UC's modest beginnings

(From Page 2)

transportation problems — phenomena not known in Berkeley even today.

"The University Echo," the first student newspaper, reported that rooms were so scarce that some students might have to "camp out."

By way of not-so-rapid transit, students and professors could reach Berkeley in 1½ hours on horse cars from Oakland and 2¼ hours on ferries and horse cars from San Francisco.

The high price of the horse cars (\$4 per month) brought reports of a boycott and talk that students might hire their own wagons.

But as the first classes assembled, there were prayers and scriptural readings, and students were advised from the Book of Proverbs to "walk in the way of understanding."

A hundred and four years and about a half a million graduates later, UC students are still well advised to walk in the way of understanding. And to watch out for price gouging. — RAY COLVIG

## Berkeley finds a name

VILLA-PAGODA.

That dateline could have been ours.

It was one of many names considered by the original university board of trustees as they struggled in 1864 to put a name on what they believed to be the finest university site in the North American continent.

The glorious view of the bay, the laurel and oaks scattered about the rolling land and the mild weather made it "a place too choice for any common name," wrote the Reverend Dr. S.H. Willey, one of the founders.

Apparently over-awed by the task, the trustee committee appointed on Nov. 15, 1864, to name the place begged an extension at the Dec. 6 meeting.

When no name had come forth by the next summer, landscape architect Frederick Law Olmsted tried prodding the group with a course in place-naming.

In a letter of July 25, 1865, to Dr. Willey, secretary of the board, Olmsted wrote "the best way to form an English name is to find a word signifying something characteristic of the place to be named, or the name of a person, event or quality which would be satisfactorily associated with it."

Water as a characteristic was immediately eliminated "since your water becomes quite insignificant, if it does not wholly disappear in the more important points of the ground in summer."

Another possibility was to name it "glen" after a gap in the mountains behind the campus site. Olmsted noted, however, "Your gap is hardly a glen."

He made short work of the name-potential of the trees:

"Two kinds of trees are prominent — the oak (or Ilex) and the Laurel. The Saxon word for the evergreen oak is Holm or Holme, which is a capital word by itself. Oak you can't well use except in some novel combination, from your vicinity to Oakland and its triteness. Ilex is hardly English and combines with nothing English. Hurst (a thick grove) is of the same character (the Hurst, Hurstley, Hatchhurst)."

"Of Laurel, Laurelea, Laurelwood, Laurel hill — the latter trite and not of cheerful associations; the others rather weak and English."

The sheltered location led him to suggest Leecombe, Havendeue and Leeley, among others.

Of course one could always use a Spanish word, he explained, by combining "villa" with a very short Spanish adjective. Samples included Villa-Hermosa (beautiful), Villa-Paca (place of observation) and the above dateline (which he translated as "peaceful").

His final suggestion was to name it Peralta after the original landowner. "It is not bad," he concluded.

At the May 7, 1866, board meeting the name committee proposed the town be named Peralta with scientific streets running north and south and literary ways running east and west.

The board adopted the street and way names but deferred a vote on Peralta.

Later that same month, a group, including some trustees, gathered on Founder's Rock with Board President Frederick Billings for one of his farewell looks at the still-unnamed site. Billings, watching the ships passing out through the Golden Gate, was stirred to quote the final stanza of a poem:

"Westward the course of empire takes its way;  
The first four acts already past,  
A fifth shall close the drama of the day;  
Time's noblest offspring is the last."

"Who wrote that poem?" someone asked. "Wasn't it Berkeley?"

Billings nodded, then turning, asked, "Why wouldn't Berkeley be a good name for a college town?"

The others agreed and on May 24, 1866 the trustees gave it a unanimous vote. Billings, much-pleased, later called the name "an inspiration."

If George Berkeley had been alive to see a university named after him, it would have been a dream come true.

Born in 1685 in Ireland of English heritage, Berkeley was a respected scholar and patron of learning who penned the famous stanza as he made plans to found a school in the Bermudas. He got as far as Newport, R.I. in 1729 but his plans failed. He remained in this country for almost three years, giving books and property to Yale, and influencing other eastern universities.

When he returned to England, Queen Anne gave him the Bishopric of Cloyne, and he continued his philosophical writings, including an essay called "The Chain of Philosophical Reflections and Enquiries concerning the Virtue of Tar Water."

Though most commentators at the time liked the new name, some objected strongly that it was "alien."

The most sarcastic critic was a writer for the San Francisco Bulletin who wrote, "Considering the fact that a year was required to select a name one would have thought that something original at least would have been found."

He went to point out there was another famous Berkeley, a Royal Governor of the Colony of Virginia, an open enemy of popular education and a free press, who was so blood-thirsty he impressed even Charles II.

The writer advised the town to put an explanatory note under their sign: "This is not Berkeley the Tory who anathematized free schools and printing presses, but Berkeley, the friend of education, who wrote the famous treatise on tar water."

"The Pacific," a weekly, chided in milder tones, "It is possible that the trustees might have done better" than Berkeley.

Nevertheless, it beats Hatchhurst.

— P. S.



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# The days of Presidential fever

By PEGGY SKORPINSKI

Sophisticated Berkeley, frequently crowded with celebrities of its own, has nevertheless turned to mush at the sight of presidential visitors.

The only one not documented at great length in one source or another is Benjamin Harrison, who may have been here on May 2, 1891.

But no matter. When Theodore Roosevelt arrived on May 14, 1903, he left behind a trail of writers concerned with recording every detail of the spectacle.

Weeks before, the Berkeley Gazette announced that the theme of the visit would be children and flowers, with the residents providing both items.

Poles, each surmounted by a large star, would be erected on Center Street from Shattuck to the University grounds, lining his route to the campus. These would be completely covered with red, white and blue banners and used to secure wire mesh fencing along the ground to keep the children back on the sidewalk.

Flowers were to fill the mesh and form ropes and bouquets "for the little folks."

"We think that that 3500 feet of garlands will be used," said organizer Charles Keeler, "for we must have enough to go twice the length of Center Street and some for Telegraph."

It sounded like a lot of flowers even to garden-conscious Berkeley. Residents were urged to send "masses" of flowers to the schools the day before the event, keeping their quick-fading varieties until the next morning.

"Let all who are proud of Berkeley, all who are fond of Berkeley children and all who honor the manly character of President Roosevelt help to make this a memorable occasion," a Gazette writer pleaded. Sounded like they were a little short.

Eager to share the publicity, the Oakland Transit Company announced it had built a special presidential car for the visit and was putting a fine layer of asphalt on the abandoned rails on Center Street.

With the memory of President William McKinley's assassination still fresh, the Gazette's May 11 issue cautiously made reference to new man in town who "is a dead shot, able to puncture a half dollar thrown into the air. If anyone makes a threatening move toward the president, this man is likely to shoot first and ask questions afterward."

Meanwhile the Greek Theater was being decorated by no less than architects Julia Morgan and John Galen Howard, who had decided on white as the dominant

color with accents of blue and gold. Along the outer rim of the amphitheater they placed a double row of standards supporting festoons and wreaths laurel, roses and green branches.

Two days before the event signs of strain were noted even in the supportive columns of the Gazette, which stated testily that failure to clear front walks of weeds was a violation of an ordinance punishable by a \$25 fine.

When the day finally dawned, President Roosevelt arrived at the Berkeley station at 10:30 a.m., entered a horse-drawn carriage and, escorted by cavalry, made his flower and children-lined way to the campus.

At the Greek Theater, over 8,000 people in the audi-

ence and hundreds with opera glasses on the hills above, watched the rotund figure who had led the charge up San Juan hill received an honorary doctor of law degree, the first U.S. President so honored at Berkeley.

"Each one of you have attained an education which the community at large has paid for," he told the graduates. "The man who accepts it as charity must return it to the state in full, good citizenship."

His obligations over, Roosevelt lunched with UC president Benjamin Ide Wheeler and left for Oakland, encountering on his train ride out a liberated young woman on horseback named Mary Andrus who raced the car to the Oakland line. There is no record of what the Secret Service thought about it but the Gazette called it "a spectacular race."

"Mounted on her fast steed," the newspaper enthused, "she met the Presidential party at Dwight and sped along with the electric device until the south town line was reached. The valiant young woman easily kept abreast with the car and then made a final spurt, beating the car over the line by a narrow margin. The president took considerable interest in the race as did the motorman, who used all the electric power at his command."

Roosevelt, after his presidential years, was to visit

the campus again as a friend of Wheeler, but never, of course, with quite so much fanfare.

It would be difficult to arrange a more impressive departure than the one during his presidential visit: from here he left for the Sierras with John Muir himself.

"Yes, I am going on a little trip through the Yosemite region with the President," Muir said in an interview with a Gazette reporter. "He wrote me asking that I should see him through that country, and, of course, I said I would go."

"It is only a little trip. You can't see very much of the Sierras in four days, you know, and that's all the President could spare. I lived there for nine years at a

time and found something new all the time.

"After we get to the Valley the President and I will get lost," he continued, "and for two days he will have a rest from the sort of work he has been doing. I don't see how he gets through it. It would kill me."

After the trip, Roosevelt went on to Oregon, Muir on a trip around the world, and Berkeley figured out what to do with all those flowers.

On a foggy morning five years later, President William Howard Taft arrived in Berkeley, his first stop in the Bay Area on a 12,000-mile tour of the nation.

"Berkeley was astir early this morning," the Oct. 5, 1909 Gazette reported, "and though the fog hung low over the city the residents wore the radiant expressions of those who were anticipating a great treat and notwithstanding the weather elements, determined to make the best of the occasion."

As the train puffed in, a troop of US cavalry with swords at salute lined up along the track and a bugler played "The President's March" for Taft as he emerged from the train. Several thousands spectators cheered and photographers closed in to capture the Taft smile.

When the Taft Club of Berkeley (the first in the state) was introduced, he beamed. He shook hands with the delegates, and, when offered membership, chuckled

and affixed the club badge to the lapel of his coat. Berkeley had entered the automotive age since the past presidential visit and Taft, along with Gov. James N. Gillett, Anson Blake (Taft's distant relative) and Berkeley Mayor Beverly L. Hodghead were among those assigned to a flag-draped "Machine No. 1" for an auto-caravan tour of the city on the way to the Greek Theater.

He smiled and lifted his hat to the women and children standing along the route and stopped briefly before the Psi Upsilon house at Euclid and Ridge roads to greet his "undergraduate brothers."

Over 8,000 flag-waving people cheered and the band played "Hail to the Chief" as Taft entered the Greek Theater where his schedule was to permit him to say only "a few words."

But the sight of the crowd and the warm words of introduction by Prof. Bernard Moses, who had served on the Philippine Commission with him in 1900, apparently was too much.

Smiling, he took off his overcoat and stepped up to face the enthusiastic crowd. "I did not have entire charge of the organization of my itinerary," he said, "but one thing I did insist upon, and that was a visit to Berkeley."

After a 20-minute off-the-cuff speech, Taft was rushed back to the car for a ride around California Field, packed with the thousands of people who didn't get into the Greek Theater.

"During the whirl around the big athletic field," the Gazette reported, "the school children sang 'America' and the automobile carrying the President stopped at the western center of the gridiron. Then the 18,000 or more people present arose as one and cheered until the President's auto, after another trip around the field, passed through the south gate."

"What a sight! What a sight!" Taft exclaimed. On the way to Oakland, the entourage stopped at the Deaf, Dumb and Blind Institution, where students were waiting on the curb waving flags. Touched by the scene, Taft asked that the car be brought closer to the curb so he could meet the children. He asked, "Do you think it would do them any good if I were to talk to them?"

When advised against it, Taft expressed regret and the group proceeded on its way to Anson Blake's home in Piedmont Heights, where there was an informal

(Turn to Page 46)

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TEDDY ROOSEVELT IN HIS 1903 VISIT AT THE UC GREEK THEATRE





THE EDITOR AND HIS CREW STAND OUTSIDE GAZETTE BUILDING AROUND THE TURN OF THE CENTURY

—Gazette file photo

100 years old

## Great-great-grandfather of Gazette was Advocate

By FRASER FELTER

"A. R. Shaw is an old goat who would butt his head against a stone wall until nothing but his tail was left."

Strong words

"The Workingman's Party is a bunch of disgruntled Democrats trying to win votes by masquerading as workmen."

Very strong words.

"The city's streets are in such a deplorable condition that when a passerby lifted a hat floating in the middle of the street he discovered a drowned man underneath it, and when the man was pulled out a buggy and a drowned horse came to light underneath him."

That's the kind of strong fare Berkeley's readers were treated to in the year of 1877 when the Berkeley Gazette's great-great-grandfather was born in the form of the weekly Advocate which hit the streets on Saturday, March 10th of that year.

One of a planned chain of 18 newspapers, the Advocate was printed in San Francisco and had only one page of local news and that was buried inside. The first issue devoted its front page to such topics as the finding of the Moabite Stone in the desert wastes of the Dead Sea — some nine years earlier — and the suicide rate in France.

Four months later, under the editorship of H. N. Marquand who later became its owner and publisher, the Advocate began being printed in Berkeley at Fifth Street and University Avenue.

Marquand quickly turned the Advocate into a real hometown paper and early in publication announced:

"As the name of the paper indicates we will be the ADVOCATE of Berkeley, knowing no east, no west, no north no south; each will receive our fostering care."

It was difficult to steer a middle course for any publisher in those early days of Berkeley. A quick survey of specific authorizations requested in an incorporation petition of 1877 shows what the residents were concerned about: the safeguarding of water supplies; the issuance of gas, water and transportation franchises; fire protection, street lights, city business licenses and taxes; public health and happiness; manufacturing; the control of houses where prostitution or gambling might take place; the controls of drunkenness, indecent or lewd behavior, and the discharging of cannon or handguns.

It was all natural grist for politicians and vested interests and so within months other papers began spr-

ing up in the community to test the Advocate's mettle and join in the fun of a new ambitious city.

Republican in politics, independent in expression and quite opposed to the "saloon influence," the Advocate grew and by 1883 it was able to turn "daily."

Marquand's publication made the business seem so attractive that a Weekly Herald entered competition in 1886, and yet a third paper, The World, was started the following year.

The Berkeley market could stand no more and within the year of 1897 all three were combined as The World.

Then Will A. Nash, who had launched the Herald, decided to enter the publishing field again with a paper he called the Daily Gazette. It is suspected he was stimulated to print the paper through a very comfortable arrangement for the use of the press installed to print soap labels at the Standard Soap Company plant.

The Daily Gazette and The World smashed headlines and editorials against one another for a few months and then another merger took place and the World-Gazette was launched on July 11, 1898. One year later the name changed again to the Berkeley Daily Gazette, a name that continued until two years ago when the 'Daily' was dropped from the name plate.

In 1901 the paper was bought by Friend W. Richardson who later became governor of California. In that same year he sold an interest in the Daily Gazette to Charles E. Dunscomb and by 1915 the latter had secured title to all of the publication.

After Mr. Dunscomb died in 1938 his widow operated the paper until her death in 1940 when title passed to George Dunscomb, a nephew. For the next 25 years he published the Daily Gazette.

In 1965 the paper was sold to Owens Publications, Inc., and Warren Brown, Jr., then publisher of the neighboring Richmond Independent. Seven years later Brown Newspaper Publishing Co., Inc. became the sole owner.

Today, as always, the Gazette is an outspoken voice in the greater Berkeley community. True to the original Advocate's announcement, today's hometown paper knows "... no east, no west, no north, no south; each will receive our fostering care."

Brown Newspaper Publishing Co., Inc. is a multi-million dollar corporation with more than 200 employees dedicated to serving the newspaper reading needs of the North East Bay.



—Courtesy of Louis L. Stein Jr.

THE WEST BERKELEY PLANT OF THE BERKELEY GAZETTE AND SOME OF ITS EMPLOYEES IN THE 1890s

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## A Leader



**GOLDEN GATE HARNESS**—The sport of harness racing, absent from Golden Gate Fields for 28 years, made a successful return this summer when the trotters and pacers swung into action on July 15. The harness program marked the first night racing at Golden Gate, necessitating the installation of a complete lighting system around the mile oval and the racing facility itself, at a cost of close to one million dollars.

## A Record of Progress



**ALBANY TYPEWRITER**—Albany Typewriter Co., 924 San Pablo Ave., formerly "Albany Office Equipment," now has as its new owner, Harry A. Sturm (right), who started in the same business as an apprentice six years ago. Albany Typewriter Co. offers a large variety of major brand name typewriters, and offers a dynamic sales manager named Bela Tichy (left).

## A Berkeley Tradition



**DARLING "FLOWER"**—Vic and Leigh Touriel show off some of the popular flowers enjoyed by customers of Darling Flower Shop, 2008 University Ave., which does a volume business at 2600 Durant Ave. "We do a high volume business, and our flowers are always fresh. Our quality and service is well known." The shop does a large business in commercial and industrial accounts.

## A Landmark Industry



**DREYER'S ICE CREAM**—Ken Cook, president of Dreyer's Ice Cream, 5929 College Ave., scoops up some of that delicious ice cream made and sold at the well-known Bay Area shop. "Dreyer's is the gourmet ice cream," says Cook. "It's a confection designed to appeal to those who can taste the subtle differences, savor delicate flavors, appreciate silky smooth texture," he adds. Dreyer's is 50 years old.

## We're Almost 100 Years Old



**BAYVIEW CHAPEL**—Seated at desk is Del Reynolds, president of Bayview Chapel; with A. Lee Oder, executive vice president; and Edward H. Kelley looking at the firm's record books dating back to 1888. Oder's Berkeley Hills Chapel recently merged with Bayview Chapel. The book shows the recording of the funerals of many members of the Peralta and Castro families, early-day land grant owners of much of the East Bay.

## Growing With Berkeley



**BERKELEY ICELAND**—Bob Skrak of Berkeley Iceland poses in front of the huge rink used by Berkeley area residents for 38 years. The ice rink, located four blocks north of the Berkeley Ashby BART station, is larger than an Olympic rink and even larger than the regulation rink for the National Hockey League—with 12,000 square feet of surface. "We can take what would be a turnaway crowd at most rinks, and they still look lost out there," says Skrak. Because of the freedom of movement which its size affords, Berkeley Iceland for 38 years has been a favorite with hockey skaters, champion figure skaters and the give-me-plenty-of-room beginning skaters. The rink was built in 1939 by a group of civic-minded persons who wanted to give the East Bay children a place to ice skate. It is now privately owned. Since 1939 more than 100,000 skaters each year enjoy skating at the public sessions alone.

## We Take Pride



**ALBANY BOWL**—Elsie Cortez, Mary Fyffe, Bill Lacey, Homer Stephens and Bill Fyffe look over the new automatic scoring equipment at Albany Bowl. Late last spring the 36-lane bowling center on San Pablo Avenue, a Lacey family operation since it opened in 1949, became the nation's first to install AMF's fully-automatic scoring equipment. "It's about as easy as using my television set at home," one bowler remarked. Lacey family attributes its success to good management, customer relations and salesmanship.

## The Company That Service Built



**TRUITT & WHITE**—"Everything to build anything"—that is the motto of the Truitt & White Lumber Co. at Second Street and Hearst Avenue. The idea started 30 years ago in the minds of two Navy buddies, George Truitt and Robert White. From a modest beginning to a multi-million dollar volume and spacious facilities, Truitt & White has one of the largest retail lumber building material businesses in the East Bay. The owners attribute much of their success to the knowledgeability and helpfulness of their salesmen.

## Serving Berkeley Families



**MILLS MUSIC**—Music education is the key to successful business at Mills Music, Inc., 9999 San Pablo Ave., El Cerrito. Fred Mills, president of the firm, believes that if you're going to sell musical instruments, you are obligated to teach customers how to play them. For the past nine years, Mills Music has been the leader in music education in the Bay Area, and have graduated thousands of students. Mills Music serves the Bay Area with Yamaha Music Schools in Oakland, Berkeley, Pinole and are opening a new school in Lafayette. The main store is in El Cerrito.



## Not riot nor simple prank

# The great panty raid of 1956

By ROBERT KROLL

"If you've ever been in the Midwest before a thunderstorm, (it's) hot, sultry, oppressive ... you can feel the electricity in the air."

"This is the feeling in the air on the day before the panty raid."

So spoke Dan Eisenstein of the Student Cooperatives to a reporter shortly after the major University of California panty raid of May 16, 1956.

The event marked such a departure in student behavior at the university that then-chancellor Clark Kerr issued a 7,000-word report to the alumni on the events he described as "The Student Riots of May 16, 1956."

"The May 16 riot was one of the worst episodes involving masses of Berkeley students which had occurred in recent years," Kerr reported, but noted that the incident was not the first. Riots had occurred in 1936, 1934 and 1948, and resulted largely from the high spirit and revelry surrounding football weekends.

This was the first student invasion of women's living quarters, however, and eventually became a major international embarrassment to the university due to exaggerated and in some cases distorted reporting of the events.

The Daily Mirror reported, for example, under an erroneous headline: "Students strip girls in 'pantie raid'."

"Screaming girls were carried through the streets naked after 3,000 rioting men students invaded their college dormitories last night."

"Yelling and screaming, they charged into the girls' bedrooms, beating up girls who attempted resistance."

"Beds were overturned, bedding hurled out the windows, furniture wrecked, and doors torn off hinges."

"Several girls had their pajamas torn off and were carried shoulder-high into the streets."

The only accurate fact in that story was the date.

By piecing together various historical accounts of the episode, and borrowing liberally from Dr. Kerr's own report, here is what actually happened.

On the day of the raids, there had been a record heatwave, with a high temperature of over 90-degrees, 14 degrees hotter than at any time in recorded history on that date, according to Kerr. It was so hot, indeed, that May 16 is remembered as the first day that Berkeley Police were allowed to re-



—UC police file photo

### CLAIMING 'UNMENTIONABLES' AT THE UNIVERSITY POLICE DEPARTMENT

move their service ties while on duty.

The sultry weather, combined with student boredom with study and a need to release pressure, gave rise to a large, well-planned water fight in the south campus area around the Channing Circle.

There, students used water-filled balloons, garden and even fire hoses to playfully douse each other and passing motorists. Police were called in to deal with the traffic blockage on Channing and on Piedmont, but there was no official interference with the activity. By 10 p.m. on May 16, everyone in the area was well dampened, but spirits were not.

A group of men students reportedly began chanting, "We want panties" and tried to enter one sorority house in the south campus area, but police arrived at the scene and dispersed the group taking the names of three of the men.

A group of students on the northside, near LeConte and LeRoy streets, invaded a sorority house, ran upstairs and ransacked some of the occupants' lingerie drawers. They were quickly ejected by the housemother and some male visitors.

But this one raid, at about 10:15

p.m., proved to be the spark that ignited a mob action that Berkeley has seen so many times in the not-too-distant past.

Students in the fraternities and student cooperatives, as well as students living in apartments began massing on the northside, and marching south, picking up recruits as they stormed Stern Hall, taking more lingerie and other articles of clothing.

Even students at the International House at Bancroft Way and Piedmont joined in the mob, Kerr reported.

The raiders were actually small in number, but the mass of people who accompanied them from sorority house to sorority house on Piedmont, Waring and Prospect streets served to create a sense of anonymity which evoked greater daring, and eventually more destructive, less playful, behavior.

"Tactics became rough," said the Chancellor in his report. "There were thefts of outer garments as well as lingerie, and one watch, money and a few other articles disappeared."

"In a few houses furniture was destroyed, doors and windows broken; in one, large containers of milk were poured on the floor; and in several, carpets were damaged."

One sorority member reportedly greeted the callers with an umbrella which she swung mightily at their heads.

The first organized resistance to the raid came at the Fernwalk residence halls, where men from Smyth Hall dormitories locked arms with the help of campus police officer Robert Ludden, turned the marauding students back on Ludden's order to leave.

Student leaders including at least one member of the Bear's football team began milling in the crowd and urging students to go home.

"It is important to note that it was largely through the efforts of the students themselves, with the aid of (a dean) and Officer Ludden, that the riot was terminated. It was not broken up by the imposition of outside force," Kerr said, mildly piqued at the campus police for not having contacted him during the riot and at city police for not taking more definitive steps to end the riot.

When the dust settled, a shamefaced student body and an outraged campus administration took stock of what had happened.

Some 26 women's living groups had been entered by the rioters May 16, some of them more than one time. There were no serious injuries, though there were some bruised shins and scratched arms resulting from scuffling in the sororities between the coeds and the raiders.

The damage to buildings and personal property was considerable. The campus estimated the total at \$12,000 of which \$4,600 covered house furnishings and \$7,400 in losses of lingerie, other clothing and money.

Reports of the rioting and what Kerr referred to as "looting" were carried on the news wire services, and the campus received clippings of articles published as far away as Beirut, Lebanon, all grossly exaggerated based on early, incomplete reports of the events.

The university received a flood of hysterical mail from far and wide with comments such as, "If the rotten pub-

licity you have received is correct, and your school is made of a group of apes from the dark ages, I suggest you close your doors and call it a day."

The university community acted swiftly both to make restitution and to administer discipline to those involved in the panty raid.

Large tubs were placed in Sproul Hall and the stolen articles were brought there and their owners allowed to claim them.

Fraternities, men's residence halls and student cooperatives collected money to repay those who suffered financial loss in the havoc. Some of these living groups fined or placed on restriction their members who had participated in the event.

And the discipline was sure and harsh for the participants: 66 cases were referred to the campus Committee on Student Conduct from which two students were expelled from U.C.; two were suspended, 18 were barred from registration for two semesters, eight were given official censure, and 33 were placed on probation.

Many blamed the university for the affair, contending that the administration was oblivious to the powderkeg that was present on campus. Some blamed lack of recreational facilities, and the "absence of a campus tradition strong enough to make such behavior unthinkable." (from Stadman's book).

In a history of the student cooperatives by Guy Lillian III, the author articulates that point: "Even in 1956, even with an anti-political event as a panty raid, a schism had appeared."

"Even with a great educator like Clark Kerr at the helm of the University, the UC administration had shown itself absolutely ignorant of the emotional state of the student body, as in coming years it would demonstrate monumental ingormance of the student mind and conception of self."

But most observers agreed that the great panty raid of 1956, regrettable an episode as it was, was no more than a case of students letting off a little steam.



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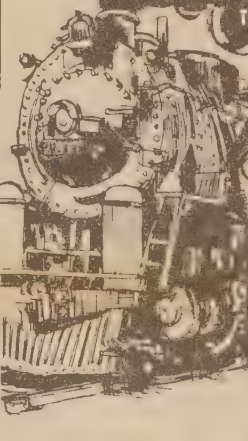
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# The Free Speech Movement

## A bunch of clean-cut kids changed some of the world

By PEGGY SKORPINSKI

"There's a time when the operation of the machine becomes so odious, makes you so sick at heart, that you can't take part, you can't even tacitly take part. And you've got to put your bodies upon the gears and upon the wheels, upon the levers and you've got to make it stop"

—Mario Savio, Dec. 2, 1974

"Obey the prescribed rules or get out."

—Gov. Ronald Reagan, Dec. 3, 1966

In its few short months of existence, the Free Speech Movement (FSM) at the University of California set in motion events and forces which were to:

—Establish the student as a political force, first outside the law and later as a voter to be wooed.

—Unleash a punitive backlash that helped elect Ronald Reagan who vowed to "clean up the mess in Berkeley."

—Helped to topple an incumbent president by keeping unconventional moral pressure on the government over the Vietnam war.

The 27,000 students registering for fall classes in 1964 did not have the outward appearance of a group capable of any of the above. Well-groomed, neatly and similarly-dressed, even those active in the civil rights demonstrations in the south and in the Bay Area had the well-scrubbed sheen of youth proud to attend one of the most prestigious universities in the world.

The university itself, while aware of what UC President Clark Kerr called "the need to treat the individual as a unique human being in the mass student body," took pride in the vast resources this size created. If its hugeness fostered an anonymity for undergraduate students, it also, of necessity, gave them the freedom to live off campus in the "real" world.

It seems appropriate that the conflict of that fall occurred on the common edge of both worlds, the strip of sidewalk at the Bancroft and Telegraph entrance to the Berkeley campus where groups as diverse as Cal Students for Goldwater and the Student Non-Violent Coordinating Committee proselytize side by side.

The fuse was lit by a letter dated Sept. 14 from the Dean of Students Katherine A. Towle informing student organizations that the university would begin enforcing a state regulation that had been around for some time which specified that "facilities shall not be used in ways which involve the University as an institution in the political, religious and other controversial issues of the day."

Effective Sept. 21, no card tables or posters advocating a stand on a social or political issue were to be allowed on University property (including the "Bancroft strip") nor could students solicit funds or recruit members on campus for off-campus issues.

The student response was immediate. Twenty campus groups, representing a complete political spectrum, protested to Dean Towle that this was directly



CLARK KERR ANNOUNCES UC WILL DROP CHARGES AGAINST 814 ARRESTED IN SPROUL moments later on Dec. 7, 1964, Mario Savio was dragged from the stage at Greek Theatre

contrary to what President Kerr espoused in his 1961 Charter Day speech: the university was not a place for making "ideas safe for students, but students safe for ideas."

On Sept. 21, Dean Towle conceded that students could set up card tables and posters with prior arrangement of her office so as not to restrict the flow of foot traffic. They could also distribute informational literature on political candidates and issues and could use the Sproul Hall steps as well as the lower plaza for speeches.

They could not, however, advocate specific action, recruit people for such actions or solicit funds. The campus groups refused these concessions and 75 students spent the night in protest on the steps of Sproul Hall, a faint foreboding of things to come.

On Sept. 27, various political groups announced plans to picket the university meeting scheduled for the next day, set up tables at Sather Gate and hold a rally in front of Wheeler Hall. Conservative groups, unwilling to break university regulations whatever the cause, decided not to participate in these but did join in a march to the meeting at Dwinelle Plaza.

At that meeting the movement received a major concession as Chancellor Edward W. Strong announced that students could distribute campaign literature advocating "yes" or "no" votes on propositions and candidates, and they could do this at eight campus locations, including the Bancroft strip.

Two days later, students were still setting up unauthorized tables at Sather Gate, and five students manning SNCC and Congress of Racial Equality tables were asked to appear before Dean of Men Arleigh Williams that afternoon at 3 p.m.

At the appointed time, the five plus 500 others, arrived at Williams' office, led by Mario Savio, Arthur Goldberg and Sandor Fuchs. Savio, acting as spokesman for the group, presented their petition claiming that all had manned tables and all should be treated the same.

When Williams asked the original five plus Savio, Goldberg and Fuchs to enter his office, none moved. "We want equal action," Savio said, "and that's no action, because they can't take action against all these people here. They're scared. We're staying."

At midnight Chancellor Strong announced that the

eight were suspended.

Before leaving Sproul Hall at 2:40 a.m., the group with Savio as spokesman, decided on a noon rally the next day. They would concentrate their efforts in three areas:

—A fight for the dropping of disciplinary action against the suspended students.

—A continuation of the fight for the demands for free speech.

—The right for students to participate in future demonstrations without incurring disciplinary action.

The Free Speech Movement, so-named by the group, was born that night, just in time for the head lines it was to make the next day.

On Oct. 1 at 11:45 a.m. Jack Weinberg, a former graduate student who was manning a CORE table, was arrested by university police for trespassing and violating regulations against fund solicitation.

As he entered a police car that was driven onto the plaza to collect him, about 200 students arriving for the noon rally surrounded the car in what one source described as a "spontaneous capture." At noon, 300 demonstrators surrounded the car; by 12:30 there were several thousand.

For 32 hours, the police car, its roof buckling under the weight of various speakers, remained in control of the students. Speakers carefully removed their shoes before climbing on top. Weinberg, still inside, was fed milk and sandwiches.

At night other groups of students opposed to the demonstrators encircled the crowd and began shouting, singing and swearing while throwing eggs and lighted cigarettes. The situation became so tense that a priest from Newman Hall finally mounted the police car to plead for peace between the two groups.

The next afternoon, as 500 police from Berkeley and neighboring cities massed around the campus, President Kerr personally entered the negotiations with protest leaders and presented a plan submitted to him by an ad hoc group of professors.

Under the revised plan which the protesters accepted, the students agreed not to protest illegally and the administration agreed not to press charges against Weinberg.

The agreement established a committee composed of students, faculty and administrators to conduct hearing on all aspects of on-campus political activity. This

(Turn to Page 9)

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# World will never be the same

(From Page 8)

turned out to be such a failure it was disbanded within a month.

Another committee formed by the plan was under the direction of Prof. I. M. Heyman to determine discipline for the eight students Strong had suspended. Their recommendations, made stiffer by the regents at their November meeting, resulted in Savio and Goldberg being reinstated as students but placed on probation for the remainder of the semester. The other six were reinstated without the probation.

The regents also took the opportunity at the November meeting to announce that students would be permitted to advocate off-campus action as long as it was lawful. This raised the question of who would decide what was lawful, for example, in the case of civil rights demonstrations. The FMS took the stand that only the courts, not the university, could determine legality.

Campus action had quieted somewhat by the Thanksgiving recess and a Nov. 23 sit-in had even been abandoned because of internal conflict on tactics.

Strong chose this time to send letters to four of the leaders of the Oct. 2 demonstrations, charging them with violations of university rules concerning safety and order of the community. The four — Savio, Art and Jackie Goldberg and Brian Turner — protested that the administration was acting in retribution for alleged acts two months ago and demanded the charges be dropped.

The administration refused. After a rally on Dec. 2, over 1,000 students, teaching assistants and a few faculty packed all four floors of Sproul Hall, which the FSM declared temporarily to be the Free University of California. In the unstructured setting, discussion groups gathered on the main floor, another was used for dining, and Joan Baez sang of her solidarity on the fourth.

The FSM Newsletter reported that "one floor was set aside as a quiet study hall. Classes were organized at various places in the building, generally taught by graduate students. Some were on standard academic subjects. Others had intriguing titles like 'The Nature of God and the Logarithmic Spiral.' Films were shown, including Charlie Chaplin and Laurel and Hardy classics."

The shock waves of the unprecedented mass takeover could be felt in force as far away as Sacramento, where Gov. Pat Brown took matters into his own hands and called out the Highway Patrol and the county sheriff's office to arrest the demonstrators.

At 3:05 a.m., as 635 police gathered outside, Chancellor Strong went from floor to floor reading a message that ended, simply, "Please go."

It took police over 12 hours to arrest and remove the 814 who chose to remain, including 35 who reportedly climbed into the building on ropes to get arrested. All were released Dec. 4 on bail. A noon rally on the Sproul Hall steps that day attracted 5,000 persons who were urged to go on strike.

On Dec. 7, President Kerr announced at a university meeting in the Greek Theater that all charges against students occurring before the Dec. 2 and 3 sit-in would be dropped and the university would accept the court's judgment in these cases as the full discipline for the offenses.

As Kerr finished his speech, Savio, who had been sitting in the front row, walked onto the stage and up to the rostrum, whereupon two university police officers dragged him backstage. In the resulting outcry, he was released and returned to remind those gathered of the noon rally in front of Sproul Hall.

The 10,000 persons jammed into the Sproul plaza rejected, by acclamation, the proposals offered by Kerr less than an hour before.

The next step was to be taken by the faculty. When the Academic Senate met the next day in Wheeler Hall, they voted unanimous approval of resolutions urging no disciplinary measures against FSM participants, reasonable regulation of the time, place and manner of campus political activity, no restriction on the content of speeches, and the determination of future disciplinary measures to be by a committee appointed by and responsible to the Academic Senate.

The 3,000 people gathered outside listening to the proceedings via loudspeakers broke into cheers and the FSM issues a statement entitled, "Happiness is an Academic Senate Meeting," which said: "For months the FSM has fought to bring the issues to public discussion and to rouse the faculty to take action. Our efforts have finally succeeded and our protest has been vindicated."

In response the regents, meeting on Dec. 18, said it would set up a committee to review university policies but in the meantime, did "not contemplate the advocacy or content of speech shall be restricted beyond the purview of the First and Fourteenth Amendments."

(The victory was not without price: the courts in July sentenced the demonstrators arrested at the Dec. 2 sit-in, most receiving a \$150 fine and a ten-day suspended jail sentence.)

In January Chancellor Strong took a leave of absence (later claiming he was forced out by the regents) and Prof. Martin Myerson was named Acting Chancellor. A new policy went into effect which eventually gave students back what they had before Dean Towle's letter.

But neither the students nor the campus were ever to be quite the same again.

The analysis of these few months in 1964 has gone on for years by a wide variety of people who seem destined never to reach a consensus. J. Edgar Hoover saw in the movement "the devious hand of the Communists," as did the Senate Fact-Finding Subcommittee on Un-American Activities.

A letter to the editor of the Berkeley Gazette voiced a common reaction of at least the more vocal of the town residents: "I want to protest paying taxes to support a mob of spoiled brats, who should have been turned over someone's knee about 18 to 20 years ago."

One city administrator even figured the cost of the FSM and subsequent sit-ins in 1966. It added 2½ cents to the tax rate, he announced at a meeting in which, it was reported, "legislators discussed UC with all the enthusiasm they might have expended on a fatal contagious disease."

Former-Chancellor Strong, who returned to teaching philosophy after his ouster, felt students were the victims because they lost time from their studies. "I don't know what kind of brave new world they thought was going to come out of their efforts."

Former President Clark Kerr, who lost his job in the aftermath, doubted that the FSM brought about any worldwide student revolt or even much change at Berkeley. "When it was over, the students got back the Sather Gate tradition, which never, never should have been taken away."

From the civil rights perspective, CORE's national director James Farmer gave the movement great importance. If the "battle of free speech and advocacy" were lost, he told a rally in Berkeley, it would provide "a tool to turn off the faucet on the mainstay of the civil rights movement."

For the first time students had brought skills learned in civil rights confrontations to their home ground for their own struggles.



Mario Savio mounted the police car holding Jack Weinberg inside and talked to the crowd in Sproul Plaza on Oct. 1, 1964. The scene was one of the key highlights of the Free Speech Movement.  
—University Archives, Bancroft Library photo



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## A Leader



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## A Record



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**BLUE AND GOLD** — Bob Butler stands behind the meat counter at Blue and Gold Market at Kittredge and Shattuck Avenue in Berkeley, a market which has offered outstanding service for more than 19 years to Berkeleyans. The combination of high quality foods and friendly service has been hard to beat over the years, as most local residents who have experienced the privilege of shopping here can tell you.

## A Berkeley Tradition



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**DAVIS SPORTING GOODS** — Jim Davis Sporting Goods at 2307 Telegraph Ave., Berkeley, has a tradition of 52 years as the community's finest sports and tennis shop. Iggy Ahmed (shown stringing a new racket), invites you to come in and see what has made this shop a tradition both with the university and East Bay.

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## We're Almost 100 Years Old



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**HUSTON'S SHOES** — Huston's Shoes at 2216 Shattuck Ave., Berkeley, has served the community since it opened its local store in 1906. Founded in 1903 in Woodland, Huston's recently celebrated its 75th anniversary. The store features men's, women's, and children's footwear of every kind, with the stress on fit, style, and comfort.

## Growing

**DEBORAH RITCHEY**  
North Berkeley Manager  
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The young couple seated in my office looked hopeful. They were convinced that the craziness was over, that we were going back to a "normal" market now that money was less available to speculators. Wouldn't prices come down now that speculators were "dumping" their properties on the market to recoup their losses before the crash? Couldn't they renew their hopes of finding that \$50,000. house of their dreams?

Well, let me put it this way — yes, we are returning to a saner pace in the marketplace. There are a lot of people scratching their heads and wondering what will happen next. But I really don't foresee a crash or even a general decline in prices. Even back in late 1974 when interest rates hit 10 3/4% prices didn't come down appreciably. Property just wasn't moving. Money is available now, interest rates are holding at 9%. We have more properties to choose from right now and more time to make decisions — in that respect, "the craziness is over." We may even see a lower rate of appreciation in the months to come. But I don't see prices dropping. The price reductions that are visible are mostly on those properties that have been around awhile, those priced at the peak of the frenzy when almost anything seemed possible and when it was downright tough to estimate what a frantic, get-on-the-bandwagon buyer might pay.

Those who were expecting and getting large, short-term profits will have to return to responsible pricing. Homes are again taking several weeks to sell instead of several hours or days. I, like many in the industry, am happy to see a slower paced-market replace the mad stampede. In the past, I knew that it would probably take 90-120 days to market a property and that over-priced listings expired.

The mad rush of '77 has been tough on everyone — buyers and their agents donning Addidas to sprint to a house the first day on the market and gritting their teeth through a multiple bid process, sellers trying not to get confused in the stampede & sorting through a barrage of offers, some of which might be withdrawn "the morning after." This slowdown will at least give buyers more time to make thoughtful decisions & will give sellers the benefit of full market exposure over a reasonable length of time. Agents will have more adequate time to counsel their clients. Having just bought a home for myself in August during this major shift in the market, I can remember a few shudders of buyer's remorse that I didn't expect to have. More listings were starting to come on the market, there was a circus of open house signs on both Saturday and Sunday, and it seemed as though we had suddenly flip-flopped from an unbelievable sellers' market to a cautious buyers' market.

I asked myself the same questions that seemed to hold many buyers in a state of indecision and inaction. Had I bought too late or paid too much? Was there going to be a drop in values? Should I have waited until the "dust settled?"

Looking back, I am satisfied that although I paid \$1,500. over list price, I will not suffer from having bought at the end of a great surge and peak in prices. I am convinced that waiting would have only meant a slightly higher price. I feel confident that there will be steady, if slightly lower, rates of appreciation instead of the galloping 15%-25% we have had in the last year or two. But if and when I ever decide to sell my home, I feel that there will be a better chance that someone will be able to afford to buy it as personal income has a chance to catch up with home prices.

And let's not confuse a historical change in market conditions with the usual seasonal slowdown which always comes when the kids are back in school and the family gathers for Thanksgiving and then Christmas and New Year's. The slowdown was so noticeable because it did hit during the late summer peak period. But while it may appear protracted for this reason, observers should not conclude that the real estate market is finished simply because everyone is settling in for the holidays. From the perspective of Mason-McDuffie which has seen 90 years of cycles in the real estate market in the East Bay, we recognize this as just another one of those cycles.

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## Serving Berkeley Families Since 1916



—IG photo  
**COLGATE-PALMOLIVE** — When the brothers William, Robert and Jesse Peet decided on Berkeley for their Western laundry soap factory in 1916, the Gazette was already 39 years old, serving a town of approximately 50,000 people. The Peets of Kansas City built the row of red brick buildings along Carleton Street to handle their growing orders from the western side of the Rocky Mountains. The new Berkeley plant flourished right from the start, in those days making Crystal White Laundry Soap, Creme Oil Toilet Soap and Sea Foam Powder.



## Socialist mayor

# Teddy didn't like it, but Gazette did

Teddy Roosevelt was upset. The Gazette was delighted. Benjamin Ide Wheeler was cooperative. About half of Berkeley's population was joyous — to the point of dancing in the streets. Berkeley had just elected its first — and only — Socialist mayor, J. Stitt Wilson, by a margin of 281 votes.

It was, by all accounts, one of the most exciting elections in the city's history. When the votes were tallied on election day, April 1, 1911, Wilson had 2,749 votes. His Democratic opponent, Beverly L. Hodghead, portrayed in the campaign as a tool of the Mason-McDuffie real estate interests, had drawn 2,468 votes.

It was a heady comeback for Wilson, defeated the previous year in a bid for the governorship of California. True, the stakes weren't so high this time, but the results in Berkeley attracted national and even international attention. And Berkeley's decision was not unique in the nation that election season. Six other American cities elected Socialist mayors in the spring of 1911, and in Hunnewell, Kan., America's first woman mayor was elected (Berkeley's Beverly Hodghead was a man).

When Rough Rider Teddy Roosevelt received the Berkeley election news in a San Francisco hotel room, he added a postscript to a letter he was writing to UC President Benjamin Ide Wheeler: "It seems to be both significant and ominous that the socialists carried Berkeley."

Former President Roosevelt, who was in the area to give UC's annual Charter Day address, had spoken against Wilson's candidacy during the campaign and at least one newspaper, the Merced Sun, blamed Roosevelt for the outcome.

The newspaper charged that Colonel Roosevelt elected Wilson by ordering Berkeleyans to vote against him.

UC's Wheeler, a national figure in his own right, took the election results in stride. The pragmatic Wheeler's only response was to telephone the new mayor and offer the university's help in any problems the new administration might face.

The Gazette, owned and edited by a man who was himself to become a governor of California, Friend W. Richardson, lauded the election outcome:

"Truly it is a victory for the people, the plain people, the common folk, the whole people," the Gazette crowed. "It is a victory for real, genuine good government. It is a victory for good citizenship. It is a victory for political independence."

Political observers pointed out that Richardson,

who was anything but a radical, was not embracing Socialism but was wreaking revenge on Hodghead for ousting Richardson's Republican friends in the previous election.

"Friend Richardson was out with an ax to avenge his wounded feelings," wrote the San Francisco Chronicle.

When the election results were known, jubilant Wilson supporters carried the new mayor on their shoulders from the Gazette, parading down Shattuck Avenue, dancing and throwing their hats into the air.

Wilson, 43, was a former Methodist minister who had an international reputation as an eloquent spokesman for Socialism. Born in England and educated at Oxford, he had twice stood for Parliament, moving to Berkeley in 1901.

Hodghead, finishing his first term, didn't take Wilson seriously until he realized in the closing days of the campaign how great a following Wilson had.

An election-eve rally for Wilson at Berkeley High

School drew 2100 people — "the greatest political gathering ever witnessed in this city," the Gazette reported — 1,300 more than Hodghead had drawn the night before.

Wilson took the leadership throughout the campaign, raising issues, challenging Hodghead to debate and giving innumerable speeches. Hodghead refused to debate and took a status quo stance, declining to discuss issues while ridiculing Wilson's platform.

Wilson, meanwhile, pushed a campaign to municipalize the public utilities in Berkeley and regulate their rates (an issue that returned to the Berkeley ballot twice in the 1970s).

But municipalization was not to be.

An initiative petition had forced the incumbent councilman to agree to submit to the voters an ordinance prescribing cheaper rates for water, gas and electricity. The effort was blocked at the last minute, however, when the utility companies went to court, successfully contending that Berkeley had no right to

ask its voters to decide such a question.

The Socialists protested, but to no avail.

Wilson carried three Socialist council candidates into office, along with a sizeable school board faction. A recall effort against the Socialist school board members soon followed, but failed.

The Socialist experiment in Berkeley fell apart in the next election campaign, however, when one of the Socialists, Herbert Briggs, defected from his party and ran for mayor as an independent.

With the left-wing vote split, the Socialist candidate to succeed Wilson was defeated. Wilson had declined to run again. His term of office was adjudged a failure — at least from a Socialist standpoint — since he had been unable to put across his platform.

Charles D. Heywood won the next mayor's race and returned city council to the Democratic camp, but the clash between radicals and Democrats had established a precedent that has been echoed in Berkeley politics in the 1970s.



MAYOR J. STITT WILSON (LEFT), THE FIRST SOCIALIST MAYOR IN BERKELEY POSES WITH THE CITY COUNCIL OF 1911

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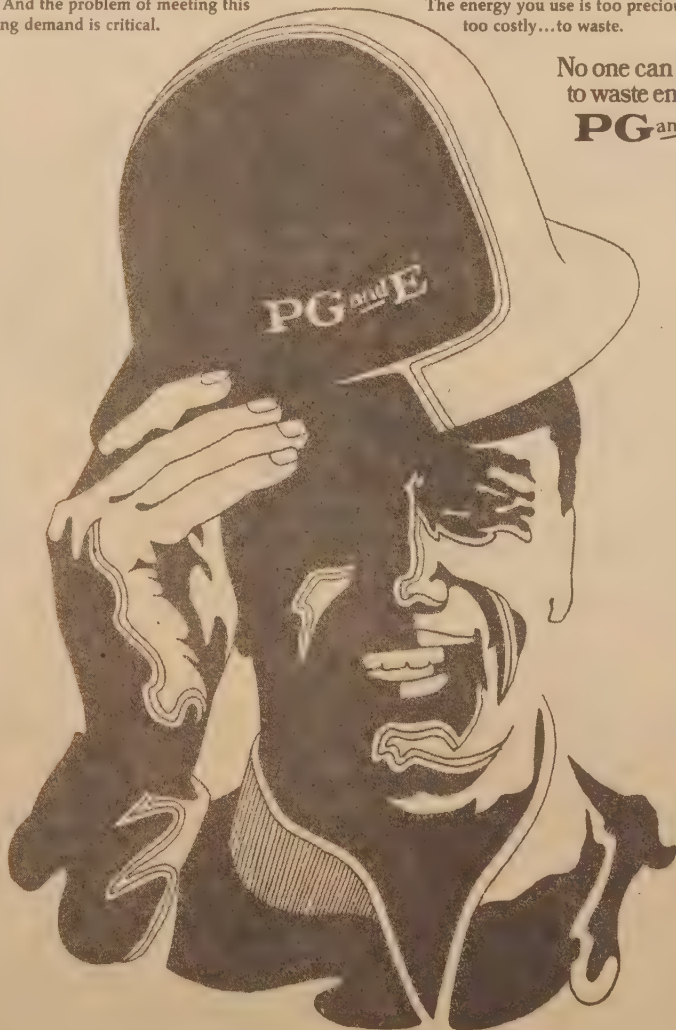
For our part, we will continue our urgent efforts to develop all available sources, to keep you provided with adequate energy and reliable service at the lowest possible cost.

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# City digs in

## War comes to Berkeley

By NORMAN COLBY

Berkeleyans during World War II were at first jittery, even frightened. Pearl Harbor didn't seem very far away.

Later, they became determined to help a just cause, resigned to a prolonged conflict and finally jubilant as the planned bloody 1945 invasion of Japan became unnecessary.

Even before Sunday morning of Dec. 7, 1941, there had been war in the air.

UC Berkeley professors had called for an end to the Neutrality Act. Isolationists, especially active on the UC campus, were muted.

Defense industries were tooling up. The draft was pulling men into the military camps. Rising prices were moving faster than rising income.

From 1939 to 1941, the cost of a movie had gone up from 33 cents to 35 cents. Cigarettes were up from 14 to 15 cents per pack. A loaf of white bread was up from eight to nine cents. The average salary, about \$2,000 per year, hardly kept pace.

The Japanese' successful aerial bombing of America's greatest bastion of the Pacific, with several battleships destroyed, should not have been a surprise.

But it was.

The Berkeley Gazette Edition of Dec. 8, 1941, was a shocker.



WILLARD JUNIOR HIGH SCHOOL'S SPECIAL BAND POKES FUN AT ADOLPH HITLER DURING A CONCERT IN THE SCHOOL'S AUDITORIUM

It described the U.S. Congress' declaration of war, the county's declaration of a state of emergency, the rush of volunteers to the Berkeley Defense Council offices and the military recruiting stations, and the closing of all local schools "until further notice."

Berkeley's aircraft warning service went on an immediate alert, and apparently for good cause because the Army was reporting sightings of Japanese planes over the Bay Area.

A blackout was instituted, with Berkeley police officers roaming the dark streets, shooting through store windows at night lights inadvertently left on. Two "blackout babies" were born in local hospitals. Traffic accidents and a heart attack were traced to the blackouts, although speed limits during those hours were set at 10 mph and everyone was urged to stay home.

Berkeley's municipal employees had planned a 24-hour workout for Dec. 8 in a dispute over wages. Instead, that day, the Gazette announced, "Today's work stoppage is off! Berkeley's unionized municipal employees are Americans first!"

No questions were asked, once the details of the Pearl Harbor attack became known.

Berkeley firemen offered to work 24 hours a day with no overtime pay.

Army guards rushed to the Berkeley Veterans Memorial Building, where local military activity was centered.

Retired Colonel W. G. Doane was named Berkeley chief air raid warden and air raid alerts continued for days, with sightings of enemy planes over Sacramento and other areas. Members of the State Guard from Berkeley were assigned to stand guard over all the Bay bridges.

It is likely that many Berkeleyans got caught in a tremendous traffic jam when all the Bay Bridge lights were accidentally turned off.

The Gazette warned readers, "When the bombs fall, lie down wherever you are."

The Shrine east-west game was cancelled. (Actually relocated out of the Bay area.)

Berkeley Mayor Frank Gaines, as head of the Berkeley Defense Council, began issuing new orders for involving the city in America's war effort. Within days after the attack, 3,000 volunteers flocked to the Berkeley-Albany Red Cross offices. Berkeley police went on a 12-hour shift, as directed by Chief John Greening. About 7,000 local citizens registered for civil defense.

There was general relief when the expected enemy planes failed to appear, despite the sightings. But throughout the four-year war there were repeated incidents such as the reported incendiary bomb on Ridge Road and Euclid Avenue in April, 1943. It was at first believed to be an enemy air attack.

However, the initial fright ended quickly. The Berkeley Chamber of Commerce announced that the war effort would be helped if Christmas shoppers went home early. So stores closed at 4:45 p.m. during December, 1941.

It was reported that the New Years Eve parties were quieter than usual.



LAUNCHING OF 'S.S. BERKELEY VICTORY' mayor's wife, Mrs. Fitch Robertson

After the schools were reopened, the children came used to air raid drills.

The first of a long succession of drives in Berkeley was a collection of 250 pounds of black tea for British sailors stranded in the Bay Area while their ship HMC Liverpool, was docked for repairs.

Then came rationing and price controls. Shoes, tires, meat, you name it, it was rationed. But cigarettes and whiskey. They were just scarce.

A long line formed outside the Arlington Pharmacy. (Turn to Page 13)



A RARE DAY — On a cloudy day in 1907 this four-masted schooner docked at the Berkeley wharf. And lo and behold, another four-masted (not shown) docked. The rare event drew the photography talent of a Mr. E. D. Dooley who recorded the event for future generations.

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# War meant learning to adjust

(From Page 12)

every Tuesday and available cigarettes were distributed. Similar scenes were repeated throughout the city on other days.

The Berkeley Post No. 7 of the American Legion expanded its membership, with mostly veterans of World War I.

During the war, the highway speed limit was 45 mph and in the city, it was 35.

The Gazette noted that a Berkeley resident, J. J. Rosedale, had been the architect of the Corregidor defenses in Manila Bay. Corregidor was bomb-proof, but supplies ran out.

At first, gasoline was not rationed because it was so plentiful in this area. Later, the A, B and C stickers were seen on most cars.

The Boy Scouts became auxiliary fire fighters.

Then came the aluminum drives, the scrap drives, and the war bond drives. Garfield Junior High in 1941 "jumped the gun" and distinguished itself in buying plenty of war bond stamps.

The air raid drills continued, although sightings of enemy planes became less frequent.

Although Berkeleys were among the war dead and wounded, the public was spared the agony of published lists of the dead. Washington, D.C. decided such lists would provide information to the enemy.

Some outstanding young men of Berkeley did not survive the war. Among them was Lt. Kenneth Strong. His distinguished flying cross and air medal, awarded posthumously, were presented to his mother, Mrs. Addison Strong.

The Berkeley homefront included flourishing victory gardens.

Berkeley teachers were joining the SPARS and other female military units which helped release men for more active service.

The ration list stretched to milk, butter and coffee. Berkeleys read about the growing black market in scarce and rationed items, including tires and gas.

An important politician was saying that an invasion of Europe was not necessary since the Russians seemed to be killing and capturing Germans by the hundreds of thousands in 1943.

For most merchants and businessmen, the war meant mountains of paperwork, not the bombs and bullets originally feared.

Each merchant had to file detailed lists of how many people he or she served each day, what was served, etc. Even then, the big bureaucracy was coming.

A Berkeley judge warned that stiff punishment would be meted out to the increasing lawless element, as the cases of drunkenness, assault, rape, robbery, etc. multiplied.



STANDING IN LINE AT KENSINGTON DRUGS STORE AND WAITING TO BUY CIGARETTES cigarettes weren't rationed but they were in short supply and a smoke meant waiting

Most people know that Berkeley's most notable contributions to the winning of World War II were top secret at the time.

The University of California, Berkeley, offered the use of its two cyclotrons to the federal government, plus its assortment of geniuses, such as Ernest O. Lawrence.

This famous atomic scientist and others from throughout the nation, pooled their knowledge and efforts in a project which continued throughout the war at Los Alamos, New Mexico. It culminated in the world's first atomic explosion and made unnecessary the Japanese invasion which would have cost an estimated one million American dead and wounded.

At the height of the war, Berkeley's radiation laboratory was receiving millions of dollars from the government and a vast compound of laboratories employed 1,200 workers.

UC Berkeley became the "arsenal of knowledge," and was involved in hundreds of technical projects. While its male population dwindled, a host of military training programs were underway, with future officers filling the campus with uniforms.

There was no big game. But UC and Stanford com-

peted in raising money to pay for a B-25 medium bomber. One year, they raised enough for two medium bombers.

Overseas, former UC Berkeley instructors included Admiral Chester Nimitz, boss of the entire Pacific Fleet, also General Jimmy Doolittle, hero of the first American air raid on Japan.

The 1945 yearbook, Blue and Gold, is full of the wartime spirit. Among its notables was Forrest Plant, student advisory committee and interfraternity council member. He's currently president of the UC Alumni Association.

UC historians recall the hour of 4 p.m., August 14, 1945.

"... Patriotic songs range from the Campanile, and a serpentine formed behind the marching band and wound its way down Shattuck Avenue," according to the UC centennial publication.

"Celebrants waved to Berkeley residents, threw firecrackers, honked horns and sang songs."

Water and confetti was thrown into the streets and a large bonfire was built on the street car tracks, it said.



ANOTHER LINE AND ANOTHER WAIT at Allston Way and Shattuck Avenue

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If such tobaccos as Borkum Riff or Amphora leave you flat, try Drucquer's Bergen Harbor Toasted Cavendish with more flavor and a smoother smoke.

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Open 9-6 Weekdays and Saturdays

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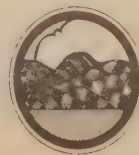
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100% cotton bleached muslin. Soft and firm finish.

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## A Berkeley Tradition



**SUENDERMANN CO.**—Here are two of the nine employees to serve customers in any kind of plumbing needs at the Suendermann Co. plant at 921 University Ave. in Berkeley. They are, from left, Paul Dean, manager and vice president; and Jimmy Kane, salesman. The firm was established 75 years ago by the grandfather of Carolyn Suendermann Dean, present owner. The firm is open six days a week from 8 a.m. to 5 p.m. except on Saturday when it closes at 2 p.m.

## A Landmark



**KAUFMAN'S FABRICS**—Kaufman's Fabric Land at 2058 University Ave., Berkeley, is the largest leading dress and fabric outlet in the Bay Area. 30 years of service have taught quick attention to customers and an ability to search out the right fabric for your needs. From left, Manager Fritz Katten, Lovette Trammel and Dora Roberts invite you to drop in and browse.

## A Leader In Industry



**STROUGH CHEVROLET**—Bill Rhea of Val Strough Chevrolet at 34th and Broadway in Oakland invites you to see such new beauties as this 1978 Chevrolet Monte Carlo. Rhea, who has been with Chevrolet since 1961, is an expert at low rate financing, and says the new Chevette (not shown) on display at Val Strough is the best buy yet offered in a small car. Give them a visit.

## A Record of Progress



**BERKELEY CRAFTSMEN**—This firm at 2905 Shattuck Ave., which sells fireplaces and accoutrements among other things, has been in business since 1903. It also features brass and copper pots along with various metal art items. Larry Bell is the present owner having taken over from his father, Kenneth. The firm was founded by John Welsh. It has six employees to service customers.

## We're Almost 27 Years Old



**GIL ASHCOM TOYOTA**—Gil Ashcom has been in Berkeley since 1951, and his Toyota sales and service at 2400 Shattuck Ave., is one of the largest in Northern California. Open from 8:30 a.m. to 7 p.m. Monday through Saturday, Gil Ashcom is looking toward 900 Toyota sales by the end of this year, and more than 1,000 in 1978. Come in and see why their new line of Toyota is expected to set sales records.

## Growing Berkeley

Berkeley is experiencing what may well be a business renaissance as the turmoil of the 60's fades into history.

Our city's unique ambience is allowing for the melding of traditional business enterprises with new specialty ventures to provide a healthier economic picture.

It is difficult to pin down all the reasons for the economic upturn. However, the increased consciousness in Berkeley of the close nexus between the business climate, jobs and city revenue sufficient to fund ambitious social programs is increasingly apparent.

The recognition of these realities has translated into a more sensitive political environment. This new awareness is graphically illustrated by the fact that a wide spectrum of political opinion joined to establish a Berkeley Economic Development Commission.

While tangible results are yet to emerge from this City Council sponsored commission, Berkeley's political leadership has become more receptive to business' viewpoint. Specifically, the Council has consulted with and given weight to the Chamber of Commerce's views on such issues as the business license tax and the newly adopted smoking ordinance.

Our city's school board and council should receive the congratulations of all Berkeley taxpayers for helping to reduce the combined real property tax by \$2.03 this past year. While the tax rate is an imperfect gauge of tax burden because of massive assessment increases, the Berkeley rate fell from the highest in Alameda County to third place.

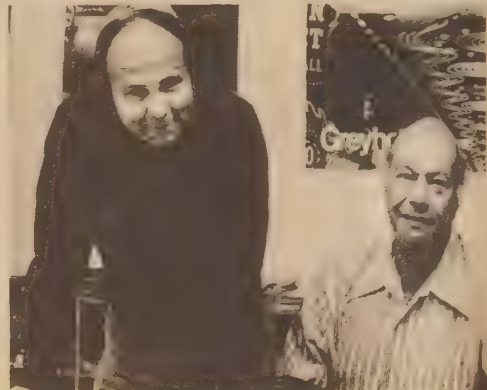
Yet much remains to be done politically to ensure the city's economic vitality. A revised master plan, major re-vamping of the restrictive neighborhood preservation ordinance, a modified industrial park plan and more efficient surface transit within Berkeley are all agenda items for the Chamber of Commerce.

Berkeley's revived economic health has become manifest in many ways. As an example, an examination of the recent Berkeley activity in the service industry of banking is most revealing. The Bank of America has expressed a continued intention to build a new Shattuck Avenue branch. Home Savings and Loan is developing a new location at the corner of Shattuck and Center. Security Pacific National Bank is looking for a new Berkeley facility. Northern California Savings and Loan has recently broken ground for new offices at the corner of Solano and Colusa. And the minority-run City Federal Savings and Loan Association very recently opened a branch at College and Ashby.

The Berkeley Chamber of Commerce looks forward to developing closer ties with city government, school district and neighborhood organization representatives in the future. We have plans to strengthen our membership in south and west Berkeley and among new minority entrepreneurs throughout the city. As ever, the Chamber stands ready, willing and eager to assist all Berkeley businesses with plans to remain or expand in our city.

—ALLEN P. LEGETT

## We Take Pride



**NEVADA-TAHOE TOURS**—Running Nevada-Tahoe Tours at 600 San Pablo Ave., Suite 105, Albany are, from left, Kent Ochs and Don Tennenbaum. Both men merged their operations in May of 1975 and have expanded to three locations including their headquarters in Albany, San Jose and Santa Rosa. Their original two-man operation has grown to nine people. The company specializes in tours to the Nevada-Tahoe area but has other travel plans as well.

## The Company That Service Built



**1000 OAKS HARDWARE**—John Zora invites you to visit the fine hardware outlet at 1831 Solano Ave., Berkeley and look over the wide array of paint, plumbing, electronic, and garden supplies that make this one of the most popular stores in the East Bay. Hours are Monday through Saturday from 9 a.m. to 6 p.m. and Sundays from 9 to 5.

## Serving Berkeley Families



**ALTA BATES HOSPITAL**—Some things will never be computerized. Even in this modern sophisticated world, the birth of a baby is still a miracle. The people at Alta Bates Hospital do everything possible to facilitate a positive birth experience for both the mother and baby. Programs are innovative and varied to meet the needs and desires of maternity patients. The hospital offers traditional hospital maternity care and an intermediate nursery.





—University Archives. The Bancroft Library

MOTHER TUSCH AND HER MEMORABILIA OF THE DAYS SHE HELPED STUDENT PILOTS IN WW I

## Remembering Mother Tusch

No gathering of Berkeley nostalgia would be complete without a word or two about Mother Tusch.

(Mother WHO, you say?)

Mrs. Mary Elizabeth Tusch, a landlady with a soft spot in her heart for student pilots training at the university during World War I, would invite the lads home for a hot meal and some motherly comfort.

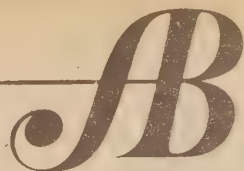
Gratefully, they sent her hundreds of autographed photos and gave her various mementos of interest, including a strut off the Wright Brothers first plane.

Eventually, famous flyers and explorers such as Charles Lindbergh, Eddie Rickenbacker, General Billy Mitchell and Admiral Richard Byrd also stopped by for visits, leaving their signatures on the walls and ceilings of two rooms in her modest house (called "The Hangar") at 2211 Union Street, where Zellerbach Auditorium now stands.

The collection was of such high caliber that when Mother Tusch suffered a stroke and moved to Washington in 1950 her "Shrine of the Air" moved with her — to the National Air Museum at the Smithsonian, which even took the wallpaper. She died in 1960.

## ALTA BATES HOSPITAL

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ALTA BATES  
HOSPITAL



## The birthplace of Berkeley?

**FOR SALE:** Dysart Castle, built circa 1350, mostly intact, all stones on site, County Kilkenny, Ireland. Negotiable.

This was the basic offer made to UC's Chancellor Albert Bowker last year in a letter from Mrs. Sheila Leahy, whose family now owns the place.

Why to Bowker? Because another family was in possession from 1670 to 1756, by the name of Berkeley, as in Bishop George Berkeley, namesake of the campus and the town.

Bowker sent emissaries to check it out. While Mrs. Leahy turned out to be a charming hostess, there was no proof it was Berkeley's actual birthplace and the castle itself looked a bit far gone. "Incapable of being made secure at any imaginable cost," their report said. Bowker was convinced, and the dream of another research center abroad evaporated.

Perhaps Mayor Warren Widener could send his own team. This might be Berkeley's last chance to reverse the course of empire.



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THE FIRST HEARST GYMNASIUM THAT PHOEBE APPERSON HEARST BUILT FOR HERSELF AND THEN HAD MOVED ONTO THE UNIVERSITY OF CALIFORNIA CAMPUS IN BERKELEY

## You might say UC needed Phoebe Apperson Hearst

If Phoebe Apperson Hearst had never existed the University of California would have tried to invent her.

She bustled onto the scene in the school's early years, her hands already quite full of philanthropic endeavors, and looked

about in dismay.

She saw over 700 students in overcrowded classrooms on a campus that had no dining hall, no auditorium, no sidewalks, and no lighting on the streets or even in the library.

The 160 women students, while no doubt grateful the university admitted females at all, were given a cramped social room in North Hall and got to use Harmon Gymnasium only when they didn't get in the way of the men.

The building for this "Athens of the Pacific" were termed "a blot on one of the most glorious sites for the university in the world."

In fact, the splendid mining building Mrs. Hearst planned to build in her husband's memory would be woefully out of place among what her biography described as "the unsightly, badly-kept buildings in the worst taste of the U.S. Grant period of architecture when the main thing seemed to be flights of interminable steps and some sort of cupola or totally irrelevant towers."

To a born philanthropist, the place was irrisistable.

Long before she became a Regent in 1987, she had formed a strong attachment to the Berkeley campus. After her appointment she decided to live closer, renting a house at the corner of Piedmont and Channing Way. This was in 1900.

Perhaps because of her own childhood in Missouri, America's national opportunity was especially the struggles of the student. She began giving scholarships to women which are to this day.

When she learned some women, for enough housing, forced to live under sanitary conditions, she provided "clubhouses" for women could live more humanly.

This system, later under the direction of a faculty committee, eventually spawned 22 houses for women.

To provide part-time jobs for women, she formed Hearst Industries, which students to train to produce a sure-fire quality needlework.

Meanwhile, then, maintained what Harper Magazine called "wretched, crazy, and discordant buildings, inadequate by the standards of the time."

In 1896, the Regent, cussed the possibility of starting all over again, perhaps with a comprehensive selected in a contest she heard of. Hearst rushed in with offer to pay for the petition (it would not).

(Turn Page 16)



# VAN and STORAGE

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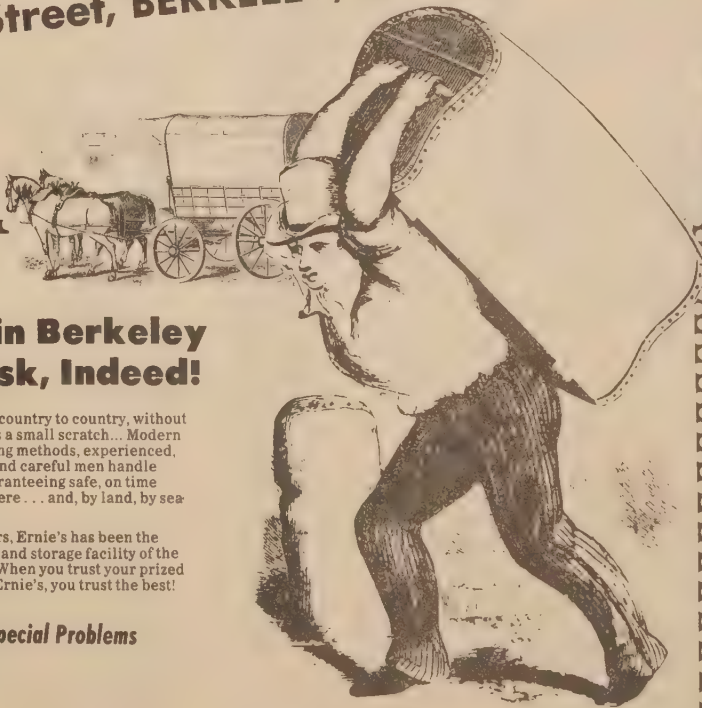
We've come a long, long way from the old "horse and buggy" days of 100 years ago!

We've come a long, long way from the original "Ernie's Express" of the '30s!

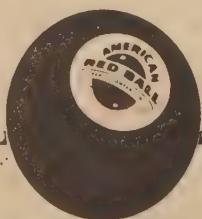
In the long, bygone days of yesteryear, it was a real gamble to move from one end of town to another. Today, Ernie's moves millions of dollars of household furnishings, art objects, machinery and heirlooms from town to town, from one end of the country to

the other; from country to country, without even so much as a small scratch... Modern scientific packing methods, experienced, conscientious and careful men handle everything, guaranteeing safe, on time delivery anywhere... and, by land, by sea and by air!

For over 40 years, Ernie's has been the leading moving and storage facility of the Berkeley area. When you trust your prized possessions to Ernie's, you trust the best!



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Berkeley, Calif.**



PHOEBE APPERSON HEARST, UC'S





INSIDE VIEW OF HEARST MINING HALL WHILE IT WAS STILL UNDER CONSTRUCTION AT UC

## UC's angel named Phoebe

(From Page 16)  
\$100,000), much like a grateful mother whose un-  
tempt child has finally de-  
cided on a new wardrobe.  
Besides drawing 105 en-  
vies, international public-  
ity, and outright envy from  
universities elsewhere, the  
project resulted in an or-  
derly approach to campus  
growth whose value, was  
termed "incalculable."  
However, the effect  
wasn't immediate. When it  
turned out that the plans of  
the place winner Emile  
Bernard would cost an as-  
tonishing \$50 million, Ber-  
keley took his \$10,000 in

prize money and returned  
to France, leaving archi-  
tect John Galen Howard  
to adapt the grand con-  
cepts into realities.  
With the settling of these  
issues, Mrs. Hearst moved  
into new areas. She took a  
special interest in an-  
thropology, contributing  
heavily to the American  
Exploration Society with  
the agreement that a per-  
centage of items from the  
expeditions should be  
given to the university as  
the start of a museum.  
Then she built the an-  
thropology building to  
house this collection while

at the same time offering  
to create a Department of  
Anthropology at her ex-  
pense. The collection out-  
grew the site, was moved  
temporarily to a spare  
building at the medical  
school in San Francisco,  
and later returned to Ber-  
keley as the core of the  
Lowie Museum of An-  
thropology.  
Mrs. Hearst also was re-  
sponsible for the Anatomy  
building (originally a  
machine shop for the de-  
partment of mining) which  
also housed the University  
Printing office until the  
building was razed in 1937.

It still bothered her that  
the women had no gym-  
nasium so in 1901 she de-  
cided to move the Bernard  
Maybeck-designed enter-  
tainment hall she had had  
built next to her house on  
Piedmont Avenue, to a site  
on College Avenue, where  
it served as Hearst Hall, a  
woman's gymnasium, until  
it was destroyed by fire in  
1922.  
Of all the buildings to be  
erected at her expense, the  
one dearest to her heart  
was the Hearst Memorial  
Mining Building in honor  
of her late husband, Sen.  
George Hearst.



Opening of Our Northbrae Subdivision, Berkeley's Arlington Circle, 1917

## PROGRESS

The community has progressed, and so have we! From a simple  
beginning 90 years ago, we've grown to a full service company with  
a total of 60 offices and 880 employees to serve your real estate,  
insurance, property management and mortgage banking needs.  
Our headquarters is still located right in Berkeley.

Berkeley's Progress is Our Progress



SINCE 1887

MASON-McDUFFIE

BERKELEY  
2850 Telegraph Ave.  
845-0200

MONTCLAIR  
1992 Mountain Blvd.  
339-9290

KENSINGTON  
267 Arlington  
526-5143

NORTH BERKELEY  
1539 Shattuck Ave.  
849-3711

EL CERRITO  
11726 San Pablo Ave.  
233-4700

## Berkeleyans decide to forget Sacramento

Berkeley thought so  
highly of itself in 1907 it  
decided to become the  
state capital.

Sacramento officially  
held the title, of course,  
but this obstacle was tack-  
led on Feb. 18, when the  
Chamber of Commerce  
called a mass meeting to  
denounce the place.

"The present State  
Capitol is in a deplorable  
state of delapidation and  
repair," he was charged,  
"and it is inconvenient of  
access to 90 percent of the  
state."

Berkeley, on the other  
hand, was a town of the fu-  
ture. Refugees from the  
San Francisco earthquake

had brought about a build-  
ing boom, with 50 new  
homes and businesses  
going up every month. The  
population rose from about  
13,000 in 1900 to over 40,000  
by 1910.

It had a mild climate,  
good local transportation  
and the intellectual pre-  
stige that comes with a  
university town.

Convinced, both San  
Francisco and Oakland of-  
fered unofficial support for  
the new capital site and  
Los Angeles promised to  
stay neutral.

Suitable acreage in the  
Thousand Oaks area was  
selected for the new build-  
ings and the city confi-

dently petitioned the Legis-  
lature. On Feb. 23, 1908 the  
Legislators themselves  
walked around the site and  
voted 30 to 9 in the Senate  
and 59 to 18 in the Assem-  
bly to put the proposition  
on a state ballot.

The result is as plain a  
star on the map.

The measure did not  
pass state-wide. (In fact,  
only Alameda, San Fran-  
cisco and Santa Clara  
counties voted approval.)

With a sigh, the  
Chamber went back to less  
heady stuff: getting a post  
office, planting trees, and  
attempting to get transcon-  
tinental trains to stop in  
Berkeley.

## GOODSON'S HEALTH FOODS

**We've Expanded**

**RE-OPENING**

**SALE**

DATE  
ENDS  
11/17/77

### VITAMINS & OTHER GOODIES

KAL				THOMPSON			
	SIZE	REG.	SALE		SIZE	REG.	SALE
1/365	30	3.95	2.50	NUPLEX	100	5.95	3.50
	60	7.75	4.75		250	12.95	7.50
BALANCED B 50	90	10.95	6.95	C With ROSE HIPS 250 mg	100	2.45	1.75
	100	6.95	3.95		250	5.75	4.10
B-100 SUSTAINED RELEASE	250	15.95	9.75	C-1000 With ROSE HIPS	2.70	16.50	8.75
	50	6.95	4.25				
DOLOMIT	100	12.95	8.25	NRG PROTEIN	1 lb.	6.50	5.50
	100	1.25	.75				
C-1000 With ROSE HIPS	500	5.95	2.50	RICH-LIFE			
	100	12.95	7.75	C With ROSE HIPS 500 mg	350	10.90	6.35
HAIR CARE	250	5.95	2.75	SUPER TRIM REDUCING PLAN			17.95
YEAST FLAKES	60	5.95	2.75	(Similar to a Nationally Advertised Plan at \$24.95)			
KELP	12 oz.	3.50	2.55	CHER-AMINO			
	250	2.15	1.30	CHERRY FLAVORED LIQUID	PI	6.75	5.40
BONE MEAL WITH VIT. D	500	3.75	2.25	PROTEIN			
	100	1.50	1.10	GOOD NUTRITION			
SUPER LECITHIN	300	3.00	2.25	VITAMINE 200 I.U.	100	5.25	3.65
	100	3.95	2.40		250	12.50	8.75
SUSTAINED RELEASE TONIC	250	8.95	5.50	400 I.U.	100	9.25	5.45
	50	3.50	1.98		250	19.95	13.25
				1000 I.U.	50	9.25	6.00
					100	17.45	11.50

SAVE  
10%  
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VITAMINS  
and  
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OUR  
DAILY  
SPECIALS

NEW

### REFRIGERATED SECTION

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(Free of Nitrates)
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Ground Beef-Liver
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2165 SHATTUCK AVE.

BERKELEY 845-4128 Mon.-Sat. 9:30-5:30

(Across from Penny's & BART)



## IT'S OUR BIRTHDAY, TOO!

'course we're only 60 years old, but we're having a slam bang, old fashioned celebration, and you're invited to join in the festivities!

## JOIN THE EL CERRITO FALL ROUND-UP

Thursday, Friday, Saturday  
OCTOBER 27, 28 & 29

- HUNDREDS OF FREE PRIZES!
- THOUSANDS OF SUPER BARGAINS!
- SEE OUR SPECIAL SECTION TODAY!

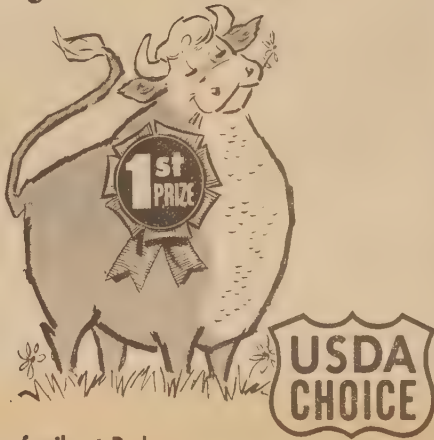
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EL CERRITO CHAMBER OF COMMERCE  
10560 San Pablo Ave. El Cerrito 527-5333



THE MAIDEN FLIGHT OF MORELL'S ONE-OF-A-KIND AND NEVER-TO-BE-DUPLICATED 450-FOOT LONG DIRIGIBLE

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about the  
meat we  
sell!



You can't go wrong when you select meats for your family at Park and Shop Markets . . . every piece is carefully selected by our experts, and whew, are they choosy! Our experts select your meat with special care and attention to extra tenderness . . . for juiciness and delicious taste. Yes . . . Park and shop is choosy . . . but only for you!

Gourmet eating . . .  
guaranteed for Park and Shop  
customers!

There is no compromise with quality at your friendly neighborhood Park and Shop . . . no cutting corners to make that extra penny at your expense! Only the very finest in foods, bakery goods, produce, is stocked on our shelves . . . your guarantee of highest quality, lowest price, best selection . . . Park and Shop is choosy . . . but only for you!

P.S. We invite you to check our Produce Department where we feature the very finest fruits and vegetables . . . guaranteed Market Fresh every day of the week!  
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OUR PRICES SAVE YOU MORE!

•BERKELEY — 2 STORES •SAN FRANCISCO •PLEASANT HILL

## Flying machine

## A giant sausage went up and...

By KEITH HARMON

The skeptics tried to talk him out of it: It'll never get off the ground, they argued. And if it does, it will never stay up. Besides, they pleaded, there are too many spectators around. Someone might get hurt.

But C. A. Morell, a determined and, as it turned out, daring aviator-inventor wouldn't hear of it.

The great maiden flight of Morell's one-of-a-kind and never-to-be-duplicated 450-foot long dirigible was on. All systems were go.

On that bright morning of May 23, 1908, Morell and his crew boarded the monster flying machine — filled quite recklessly with cooking gas — at a spot where Berkeley High School now stands. The ensuing lift off, which frightened the spectators as well as the horses, gave Berkeleyans a page in the annals of aviation close calls they would never forget.

The giant sausage named The Ariel never got more than 150 feet from its birthplace that day. But let's go back a little bit.

Picture it lying there on the ground, growing to life as the gas hissed through valves, is to conjure up an incredible sight. As long as one and a half football fields, built to carry five motors and men underneath.

The man running around shouting orders was Morell, the man of vision, the dirigible's creator. No sooner had he finished the final drafting and planning of his first dirigible that he began

talking of a whole string of gas balloons to dot the sky like giant borne worms between New York and San Francisco.

But this flight, the first of his prototype of what might be the first transcontinental dirigible, not headed for New York. Morell simply wanted to gain decent altitude then putt around over San Francisco and Oakland for awhile before moving to the vacant lot where Berkeley High School now stands.

Before it even left the ground it predicted that the Ariel's maiden might be her last. But Morell was convinced his creation could do it.

Ignoring the warning from Cal Postnikov, aviation expert, then a pension was practical suicide. Morell ordered his ship cut loose from moorings at 10 a.m. that day, with aboard.

With the five 60-horse power engines suspended on ropes below the base of the leviathan of canvas, machinery clinging men rose 150 feet in the air. Suddenly, it burst at one end, gradually dropped through space, earth, a confused heap of ripped canvas and scrap iron.

According to newspaper accounts, the event, miraculously, was a success. Sons aboard sustained serious injuries, broken leg in each case. Morell was one of the three. C. P. Whipple, the engineer, and John Penfold, settler

(Turn to Page 18)

SERVING BREAKFAST DAILY



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WATCH FOR THE OPENING OF McDonald's  
IN DOWNTOWN BERKELEY

1198 SAN PABLO AVE  
Berkeley 1 Block North  
of Gilman Street



## The gas monster

# Morell's folly had brief life

(From Page 18)

was the other. Penfold had both legs broken.

Injuries to others aboard were less serious. Philo Goodfriend, first engineer, escaped with a cut arm. Justin Barber, a photographer, sprains and bruises to back and limbs. Second Engineer J. F. Ahearn, a sprained back.

Pandemonium struck at the crash scene. At least 3,000 persons had watched the accident. "Women shrieked and ran about the grounds in frenzy. Men grew pale and trembled as the monstrous ship careened to earth. The police squad, under the direction of Chief August Vollmer, worked frantically to restore order," but it wasn't until more officers could be summoned to scene that order could be restored, according to a Gazette account of the event.

Police officers frantically combed through the wreckage before announcing to the nearly hysterical crowd that all persons aboard had been accounted for.

Weakness of the canvas and the fact that the forward end of the bag was not quite filled with gas, thus permitting the big craft to trip after it had been fairly launched, were blamed for the tragedy. The vessel had risen some 100 feet when the weight of the engines at the forward end, unsupported by gas, dragged that portion of the craft downward, bringing the rest of the balloon with it.

Eyewitnesses said halfway through the headlong fall the canvas ripped, and the poisonous gas rushed out, ending

the last chance of safety the ship had.

"There was considerable trouble in getting the craft away, owing to the unequal filling of the gas bag supporting it," said the Gazette article. "Astern, the bag held well, but forward, a large portion was not filled, and wrinkled ominously. Morell, however, believed that there was sufficient gas even in this end of the bag to support the attached weight. He stated that it was only due to the fact that the guy ropes had not been released on the forward end that the filling seemed irregular."

The signs of trouble were there. The more the ship tilted under the weight of the forward engines, the more that end of the bag collapsed.

As the bag continued to lose balance, the pressure in the forward section grew too great for the canvas covering. With a sharp retort, the oiled envelope ripped from the point of the second engine to the third engine.

As the disaster began to develop, Morell could be heard shouting crisp commands over the confused cries of the terrified motemen.

The huge craft, being dragged down by the weight of the forward machinery, began to tumble down almost perpendicularly, with heavy engines crashing to the ground one by one with a loud crunch and the thick folds of the canvas monster doubling accordion-style over the mass of men and machine below, hiding them from curious hundreds who stormed to the rescue.

There was one member of that fate-

ful flight crew who is credited with having particularly sharp presence of mind. He was first engineer Goodfriend, a San Francisco man, whose job was to ride atop the craft and watch top valves for leakage or explosion under pressure.

According to witnesses, Goodfriend, using the rope webbing which encircled the balloon and held the engines below,

scrambled slowly from his position on the craft to the highest point some 250 feet in the air, thus enabling himself to ride the craft down feet first, landing on top of the entire heap.

Had he remained where he was, he would have been covered like the others, forced to remain in that helpless position until rescuers, nearly as terrified as he, found him.



## The Berkeley Marina Showplace...

In response to the many requests from our most valued customers to make available to them better facilities for meetings, parties and other celebrations, we are happy to announce our banquet specifications to accommodate our customers desiring private parties at Solomon Grundy's.

**BRUNCH:** We will serve brunch for up to 225 people from 7:00 A.M. to 10:00 A.M. 7 days a week (minimum guarantee — 25).

**BRUNCH:** Saturday or Sunday from 8:00 A.M. to 3:00 P.M. for up to 75 people in a private room (minimum guarantee — 25).

**DINNER:** Monday through Thursday from 3:00 to 10:00 P.M. in a private room with minimum guarantee of 25 people. Friday from 3:00 to 10:00 P.M. with a minimum guarantee of 40 people for a private room.

We can take parties of less than 25 but not in a private room.

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DINNER 7-NIGHTS A WEEK**

**..SPECIALLY PRICED..  
PRE-SUNSET DINNER**  
SAME GENEROUS PORTIONS AS OUR REGULAR DINNER MENU  
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CROWDS GATHERED FOR THE LAUNCHING'S BIG DAY—May 23, 1908

## Can a bank keep its mind on Albany if its heart's in San Francisco?



We doubt it.

We know these San Francisco banks honestly try. They're big and they're good and they're well managed. But let's face it—if you had hundreds of offices all over California, how much of your energy, resources and service would you devote to one office in one East Bay town?

The Mechanics Bank is different. We have nine offices, and every one of them is located right here in your corner of the East Bay.

We're proud to say that 100% of our

energy, resources, and services are devoted to these nine local offices.

And it must be working. Because in our banking area, we now have more total deposits than any of the big San Francisco banks.

What does this mean to you? It means there really might be a bank that tries to help you when you need it. Drop by the Mechanics Bank and find out for yourself.

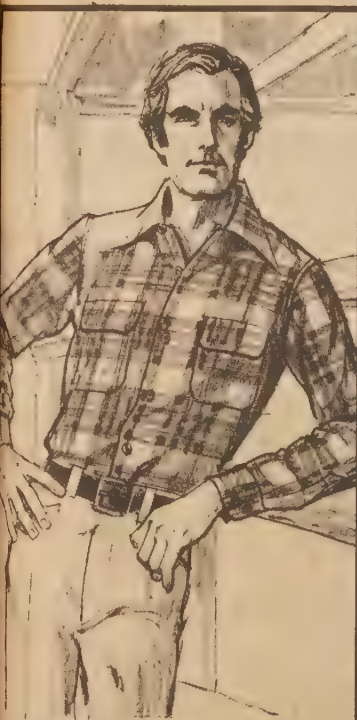
We're not trying to be the biggest bank in the world. Just the best bank in town.



**The Mechanics Bank**  
Closer to home

RICHMOND: Ninth and Macdonald • 42nd and Macdonald • 22nd and Macdonald • EL CERRITO: Fairmount and San Pablo • 250 El Cerrito Plaza  
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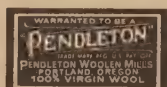
DIRIGIBLE COLLAPSES, FALLS TO GROUND  
photo taken from the Gazette building



## PENDLETON, USA

The all-time favorite, indoors or out, Pendleton's pure virgin wool sport shirt. Featuring flap pockets and long sleeves in bold plaids and solids. Shirts from \$26-\$31.

We also carry a large selection of Pendleton sweaters, caps & mufflers.



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### A Leader



**NARSAI'S RESTAURANT** — Winner of Holiday Magazine's Restaurant Award, the only such winner in the East Bay, and selected by Cornell University as one of the top six restaurants in the U.S., Narsai's at 385 Colusa Circle in Kensington needs no introduction to those who enjoy fine food. From left, Narsai David and Samuel David examine one of the many fine wines available. Featuring French and Mediterranean cuisine, Narsai's also has a Monday night series which features food from a different land each week.

### A Record of Progress



**BERKELEY HARDWARE** — Ron Cole shows some of the model train engines which make up the fullest line west of Chicago at Berkeley Hardware, 2145 University Ave., Berkeley. But Berkeley Hardware has much more, with tools, electrical supplies, houseware, plumbing, paint, and gardening equipment. Hours are 9 a.m. to 6 p.m. Monday through Saturday and noon to 4 p.m. Sunday. Come in and browse.

### A Berkeley Tradition



**VIRGINIA CLEANERS** — A family owned and operated facility, Virginia Cleaners has served 63 years here. Located at 2109 Virginia St., Berkeley, the business stresses fancy work and numbers both the Oakland Museum and the University of California among its clients. Under the direction of Dave Mathis, Virginia Cleaners handles draperies, table cloths, clothing, and any manner of alterations. Come in and see why they are among the foremost in the Bay Area.

### A Landmark Industry



**POSTAL INSTANT PRESS** — Everything you might want in offset press and printing is available at Postal Instant Press at 2146 Center St., Berkeley. Forms, cards, pamphlets, books, brochures, are available, as well as a full line of Xerox reproduction. Hours are 8:30 a.m. to 5 p.m. Monday through Friday.

### A Record of Progress



**DON'S TRAVEL SERVICE** — This firm at 2440 Bancroft Way, Berkeley, has everything to offer in the way of travel — packaged tours, independent travel services including arranging for hotel accommodations, plane, train or boat travel, u-drive cars and what have you. Here are four of the seven employees on hand to serve customers, many of whom are connected with the University of California campus across the street. They are, from the left, Dorothy Whittenburg, travel agent, Cathy Dressel, manager, and Vashti Gill and Jeanne Canfield, both travel agents.

### Growing With Berkeley



**CHILD'S WARDROBE** — A Berkeley landmark at 1563 Solano Ave., Child's Wardrobe has served the community for more than 30 years. Children's wear from newborn to age 12 are offered in sizes up to 14. Hours are Tuesday through Saturday from 10 a.m. to 5:30 p.m. For everything in children's wear come in and browse.

### We Take Pride



**H. L. MOORE CHRYSLER PLYMOUTH** — With years of experience and training, the staff of H.L. Moore invites you to visit their location at 929 San Pablo Ave., Albany, and check out their outstanding sales, parts, repair, and body work departments. From left (front), Eddie Pesciox, Robert Trainer, Don Bean, Nick Adranly, and (back row) Eddie McDaniel, Frank Steffanelli, Richard Jones, Wes Fernandez, Verl Boatman and Forrest Shuttlesworth can handle just about anything wrong with your car.

### The Company That Service Built



**THE FOCAL POINT** — With locations at both 2638 Shattuck Ave., and 2120 Shattuck in Berkeley, The Focal Point offers complete service in both eyeglasses and contact lenses. Dispensing opticians who specialize in their own laboratory work, The Focal Point stresses high quality. From left, Mary Rosenquist and David Springer invite you to drop in and look over their wide array of lenses and frames. Hours are Monday through Saturday from 9:30 a.m. to 6 p.m.

### Serving Berkeley Families



**J.F. HINK & SON** — Horses dominated the traffic on Shattuck Avenue when this photo (circa 1904) was taken showing the first Berkeley location of the J.F. Hink & Son department store at the far right corner, now occupied by the Blue & Gold Market. Founded in 1872 in San Francisco, Hink's moved to the above location in 1904 and 10 years later the firm shifted to its present site at Shattuck and Kittredge Street.





SOME OF THE GOOD OLD BOYS AT THE DAVIS SALOON, WHICH SQUATTED IN A GROVE OF LAUREL SAPLINGS NEAR A SMALL CREEKBED AT SPRUCE AND MARIN

## Where those good old boys hung out

During the turn of the century, when there were few homes in North Berkeley, you could still get high in the hills at the Davis Refreshment Oasis on Spruce, just south of what is now Marin Avenue.

Set in a grove of laurel saplings near a small creekbed, the tavern wasn't more than 10 by 15 feet, including the old western-style porch.

Business, however, was good. Though still a country road, Spruce Street was the main route for picnickers going to Wildcat Canyon and a dance pavilion over the hill. The dusty road wound up past the barren hills to the present reservoir and followed what is now Grizzly Peak Boulevard out to the Orinda Crossroads.

Those not wanting to travel so far for an outing went to the rocky formation later known as Grotto Rock Park, on Santa Barbara near Indian Rock Road, where there must have been a spectacular, unimpeded view of the bay.

Davis' only competition at this outpost sprung up later on the west side of

Marin Avenue just a short distance away. The name of the place has been lost but the owners insured its memory by keeping two coyotes tied up in front as an attention-getter.

Both saloons became the victims of early urban sprawl between 1908 and 1910 with the coming of the tract developments.

Today, the only remains of the Oasis are the large laurel trees which shade a residence. A sign hangs from one tree trunk proclaiming the spot's present name: "Paradise Found."

Both saloons became the victims of early urban sprawl between 1908 and 1910 with the coming of the tract developments.

Today, the only remains of the Oasis are the large laurel trees which shade a residence. A sign hangs from one tree trunk proclaiming the spot's present name: "Paradise Found."



Now is the time to get yourself a pair of spectacles made by quality conscious opticians. The Focal Point continues its Frame Sale through the end of October. Many fine frames are marked down 1/3 to reduce inventory.

And, as always we offer a complete contact lens service for the active life. Contact lenses offer the best in vision clarity. Now The Focal Point offers one of the newest in soft lenses wear, Trefosoft Lenses. A new fitting dimension in soft lenses.



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2120 Shattuck Ave.  
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(near Broadway & Berkeley)  
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2638 Ashby Ave.  
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843-5369 (THE LENS)

Open 9:30-6 Mon-Sat • Evenings by appointment

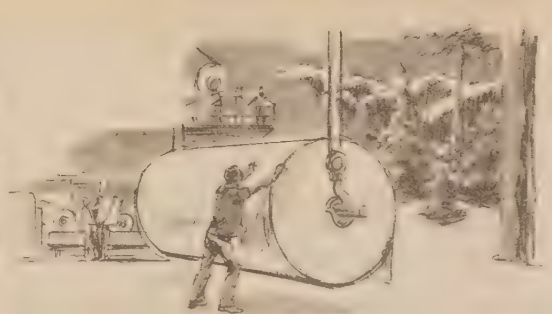
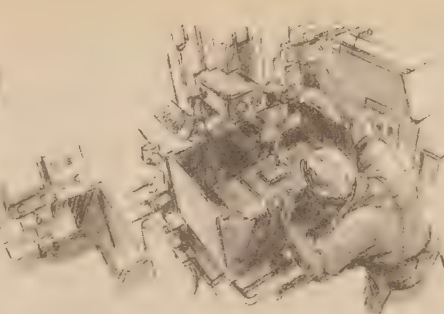
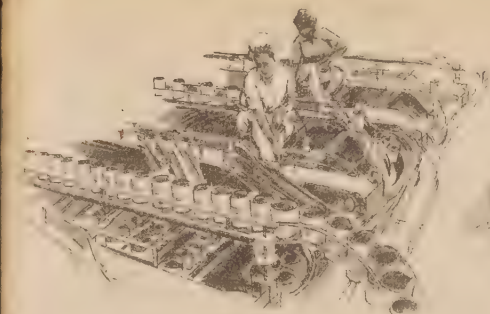
## CONTEST! WIN A PAIR OF WARRIOR TICKETS!

(6 PAIRS TO BE GIVEN AWAY)

Drop the coupon in the Warrior Ticket Drawing Box at either Focal Point store and you are entered. No purchase necessary, but each entry must be brought in by the owner. (No mail will be accepted). Drawing will be held on November 15, 1977, and all 6 pairs will be given away. Winners need not be present at drawings and will be notified. Employees of the Focal Point and their families are not eligible.

### ★ Warrior Ticket Drawing ★

Name \_\_\_\_\_  
Address \_\_\_\_\_  
City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_



## Think Of Us As Beautiful!

Foundries aren't very pretty places, causing people to think of them as ugly. Maybe it will help if you understand that ours is the oldest total recycling industry in history. We take the scrap from old cars, factory metal turnings, old machinery, and turn it into new iron products which go into every conceivable type of hard goods which you use daily. And when we finish casting a product, there's no waste, no scrap heap which someone else has to clean up or hide.

If you ride a bike, drive a car, ship by truck or rail, watch a satellite weather report, or sail on the bay, cast iron products probably had a hand in making it possible.

It would be tough to make us pretty. Casting iron requires both high technology and raw muscle. It takes strong men, hot furnaces, molding sands, big material handling cranes and equipment. Just remember that we make a big contribution to the quality of life in this country through conservation of materials at hand, and through recycling the waste produced by others.

It could help you believe we're beautiful!



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**Knitted for the war effort**  
The Berkeley German Benevolent Society knitted \$45 worth of wool into useful articles for Ambulance Unit Two and sent the knitted articles to Camps Kearney and Lewis.  
— "Berkeley's War Work," 1917

## Narsai's is not just another restaurant.



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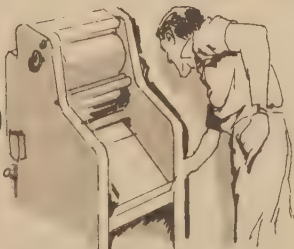
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## Worst fire disaster

# The red horror sweeps through sleeping town

By PEGGY SKORPINSKI

1923 was a drought year, too. The night of Sept. 16 was hot. On a sleeping porch in a fraternity on Piedmont Avenue, a freshman tossed about in discomfort. The wind tasted faintly of ash and he recalled news of a brush fire to the north. Wearily, he got up, looked out, saw a pale glow along the rim of the hills, and returned to bed.

The fire had begun. Had they realized the holocaust on the way, north Berkeley residents would not have slept that night. While fall brush fires in the hills were always treated with a healthy respect by fire officials, even the most cautious residents believed there would always be time to fight one as it approached, and, if the unthinkable happened, time to evacuate people and their belongings.

What made this fire so deadly was a wind gusting at 60 mph which fanned the flames up Wildcat Canyon, over the crest and into the Cragmont district. These winds also pushed flames into the hills above the Claremont Hotel and in East Oakland.

The morning of the 17th, Charles Keeler of the Chamber of Commerce was among the first to realize the danger and sent out a call to the University of California for students to help save Berkeley.

From the Cragmont area, flames were descending into the sparsely-populated area above Codornices

## A drought year

Park, where residents were battling to save their property. Homes surrounded by trees were lost to the fire, but some houses standing alone managed to survive and people watching from Euclid avenue concluded the situation wasn't dire. They calmly went home to water down their own roofs against floating embers.

Then suddenly the wind turned and hurled flames right at them. The panic started.

"Children screamed as they saw the flames shoot up on adjoining buildings and clung to their mothers' skirts. It was a scene of indescribable confusion."

—Berkeley Daily Gazette, Sept. 17, 1923  
Before fire trucks could be moved from the higher areas, a dozen homes caught fire and rapidly spread flames to neighboring buildings.

"Soon Euclid was jammed with frightened humanity. Houses across the street began to ignite and blazing like torches spread the red horror. At one moment a man would be standing in the street watching the roof of his house, to make sure that it did not ignite. And the next he would rush wildly through the front door, bound on rescuing his goods. Before another minute he would come rushing to the street again, some trifling possession clutched in his arms, gasping from the smoke. While he fled, the flames would wrap around his house and before 10 minutes had passed the house that had once held all his pride, the parlor where he had loved to sit and read his paper, everything would be gone."

—Berkeley Daily Gazette, Sept. 18, 1923

A San Francisco fire battalion chief on the scene said the blaze was much faster and fiercer than the San Francisco fire of 1906.

To keep ahead of the flames, students commandeered hundreds of cars, loaded them with fleeing women and children and whatever household goods they could carry and roared down to safer ground.

Intelligent direction of the 6,000 firefighters (4,000 of them university and high school students) was impossible. Several times, men were seen standing on roofs hosing adjoining buildings while fire was eating away the insides of the houses they were standing on.

A group of 200 students and residents narrowly escaped a "mighty whirlwind which swept a boiling column of fire" a distance of half a block and ignited four homes at once. Many students were forced to leap from the roofs of the buildings as they burst into flames.

Classics Prof. Emeritus Joseph Fontenrose, an undergraduate firefighter at the time, doubted the wisdom of helping people to put their furniture in the

street. "Sometimes it just served to help the flames jump across the street to the other side."

For one student volunteer who ended up in a group on Fish Ranch Road, the scene was chaos. They were given wet sacks to beat down the flames.

"But everyone was setting backfires, and it was hard to tell which direction to go in," he recalled. "A fellow who had been fighting it for awhile got us to line up and face a wall of fire coming toward us. He told us to wrap the sacks around our faces and jump when he shouted. We did. It was hot as hell but the fire passed."

"We took the sacks off and turned to see the fire hit a grove of eucalyptus behind us. Then there was a loud 'whoosh' and the trees went up."

Though there were injuries that day, no one died. Some credit must go to the fact that the fire occurred during the day, but the rest lies with the students and firemen who went door to door ahead of the flames, which traveled as fast as people could walk and sometimes as fast as they could drive.

One of those saved, Mrs. Eugene B. Hallett, a high school teacher, confined to bed with a broken spine, was rescued minutes before flames destroyed her home.

By 3 p.m. the whole city looked doomed. A wind shifted briefly, raising hopes but then resumed its direction. Firemen dynamited the Garden Court apartments at Euclid and Ridge to save buildings to the northeast, including Newman Hall.

"The flames were at Hearst avenue and the smoke was rolling over the businesses. It had reached Berkeley Way and homes were burning fiercely. It had jumped University avenue and was creeping down Oxford. Businessmen closed their doors. Crowds jammed the sidewalks, watching the approaching flames with apprehension."

—Berkeley Daily Gazette, Sept. 18, 1923

Then the wind reversed itself for the last time and blew the fire back onto itself until it was out.

"The sun sank, a bright red disk showing through the pall of smoke. But there was plenty of light. A bright red glow lit up the Eastern sky and up on the hills the ruins burning brightly like the distant camp fires of a tremendous army."

"Slowly the red glare began to leave the sky and by midnight nothing but an occasional flare could be seen."

"Berkeley had passed through its greatest catastrophe."

—Berkeley Daily Gazette, Sept. 18, 1923  
All that remained was to put it all back together. Relief agencies sprouted before the flames were out. Aid was offered by such diverse groups as the Red Cross and the two Y's to Berkeley Mobilized Women and UC Mothers. The Gazette, whose power was cut off

## City doomed?

for several hours, scrambled to get out a 7 p.m. extra edition listing the relief available and offering its own free want ads to the refugees.

The busiest place that night was the information desk at the Hotel Whitecotton, a kind of missing persons bureau. Various university and city buildings were opened for overnight shelter, including Harmon Gymnasium for men and the University YWCA for women. At Stephens Hall coeds assisted those in search of relatives, fed many of the 900 homeless college students, and, on the top floor, cared for 100 children until their parents were found. Stephens also was the debating point that night for students sent up to fight a fire threatening Strawberry Canyon.

All of the unclaimed household goods saved from the burning fraternity and sorority houses were piled in a great heap at the foot of the Campanile and guarded by members of the ROTC. (Apparently, it wasn't enough because three days later the Gazette ran a story headlined "Underwear needed for UC Students.")

Property losses totalled \$10 million with insurance covering only 40 percent. Six hundred homes were de-

(Turn to Page 24)

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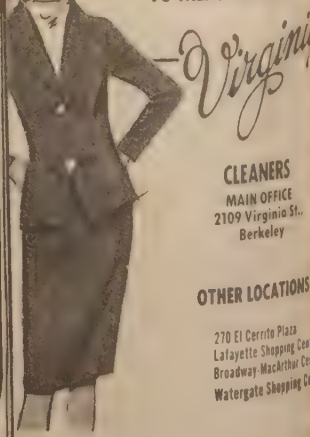
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Used wall of old building

The rock wall partially enclosing the School for Deaf and Blind was built with the remains of the ornate Victorian Gothic structure destroyed on Jan. 17, 1875.

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## Nothing but the chimneys remain

This is a view of the area north of the UC campus following the 1923 fire. Hearst Street is just out of the picture to the right; the street running east and west near the center of the picture, with the curve near the bottom, is Virginia. Cedar Street can be seen two streets to the left of Virginia; Oxford Street runs north and south near the lower edge of the photograph.

—Bancroft Library

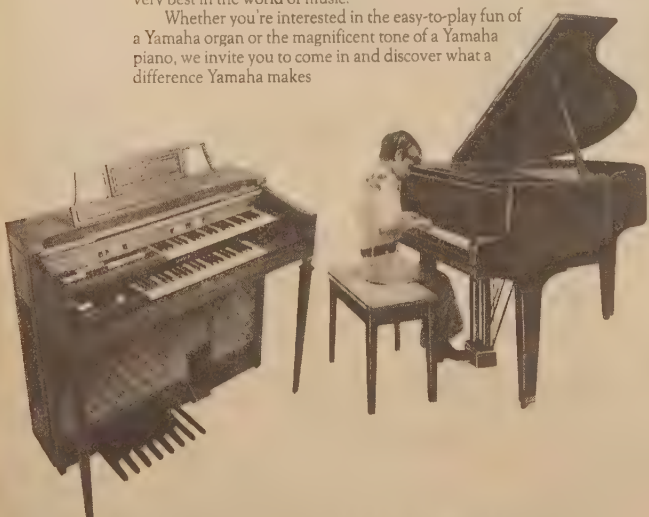


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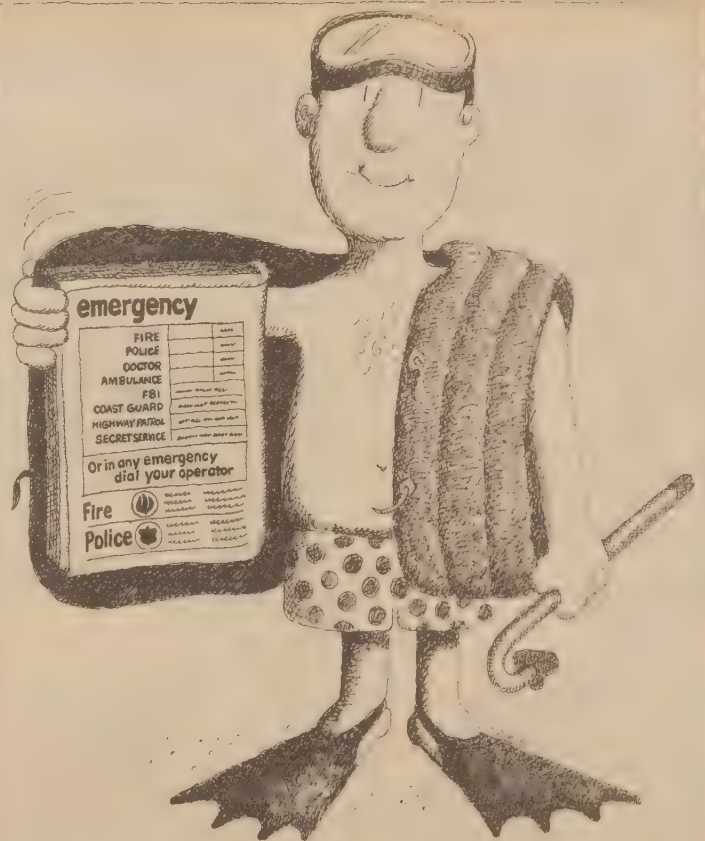


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## Help on way

# Putting city back together

(From Page 22)

stroyed and 800 soldiers moved in to guard the ashes.

One family's sole possession amounted to a book which had been loaned to a friend. An elderly man tottered down the street with a lady's hat on his head, a bottle of some liquid in each trouser pocket, a gun in his hip pocket and a small grip in one hand. He was murmuring, "That's all there is left."

An aged woman stood at the corner of Euclid and Virginia weeping bitterly. She held a bird cage containing a dead canary.

It was a cruel irony that the next morning as the refugees returned to what was now a bleak square mile of chimneys and scorched trees standing amid the ashes, many found their prized possessions gone without a trace — yet numerous cans of fuel were found intact and in some homes the coal in the basement was still there, merely smoldering.

Over 80 members of the UC faculty lost homes and with them rare collections of books, stamps, china-ware, and antiques. The prized 3,000-volume book collection of Benjamin Ide Wheeler, UC's president emeritus, was largely destroyed though the Cal football squad, under coach Andy Smith, managed to save some of Wheeler's art treasures.

The blaze, without taking any lives, had changed the course of many. It left 4,000 homeless people to deal with rent gougers, permits to visit their own property, and meetings with their fellow refugees to discuss a proposed tent city in Codornices Park and other matters on which, in Berkeley fashion, they would never all agree.

But to a Gazette reporter, standing with a crowd of onlookers as the sun set on the Great Fire of 1923, there was no doubt these people would return. He wrote in Sept. 18, 1923 edition:

"In that great crowd, awe ruled, but in the minds of some visions played upon vision and they saw Berkeley rise like the phoenix of old from its ashes. They saw the beautiful hills again covered with stately homes and there was no fear in their hearts."



### COLGATE-PALMOLIVE

(originally Peet Bros. Mfg. Co.)

A. Excavation begins for the original construction of Peet Bros. first plant in 1918.

B. Walls begin to rise in the latter part of 1918.

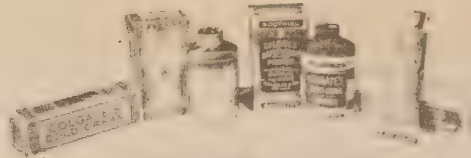
C. This photo taken approx. 1920 shows completion of the first 2 plants of Peet Bros. Mfg. Co.

D. 1929 aerial view of the Peet Bros. Mfg. Co.

E. Current aerial photo of what is now the Colgate-Palmolive plant.

# COLGATE-PALMOLIVE

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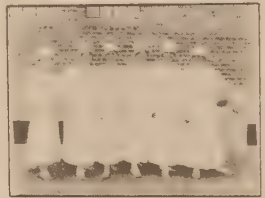


### EARLY COLGATE PRODUCTS (circa 1925)

The Peet Bros., William, Robert and Jesse Peet opened their Western laundry soap factory in Berkeley in 1916, serving a town of approximately 50,000 people. Colgate Palmolive now occupies over 12 acres in Berkeley's industrial area, employs over 52,600 here and abroad and have worldwide sales of over \$3.5 billion with operations in 58 countries.

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## Maybeck heritage lives on

Bernard Maybeck, who lived and worked in Berkeley from 1916 until he died in 1995, was probably the most influential architect of the Bay Region Tradition, a style which relied on simple shapes, natural wood and materials and an affinity with nature. The house Maybeck built for his son, at 2750 Buena Vista Way, is an example of the Bay Region Tradition style. Maybeck was also influential in the formation of Berkeley's Hillside, which began in the 1920s as an advocate for neighborhood planning would retain natural elevation and landscape of the Berkeley hills. The old results can be seen today along streets as Buena Vista Way.

In architecture, Maybeck's style characterized commonly by large terraces, rustic materials, natural wood shingles and open beams. One of the best examples of Maybeck's work is the Church of Christ, Scientist at Dwight Way and Bowditch Street.

## Julia Morgan's legacy

Although Julia Morgan, best known for Sausalito, the estate designed for William Randolph Hearst, many of the estimated 800 buildings designed were in the simple style of what came to be known as the Bay Region Tradition, a style which honored natural woods and a building's affinity with nature.

The Hatfield House, in 1908 at 2685 Sausalito Ave., is one of the Morgan's California designed and unusual buildings. Ms. Morgan was the first woman to graduate in engineering at the University of California here and the first woman to receive an architectural degree from the Ecole des Beaux-Arts in Paris. At the time, the school of architecture was a century old.

## Crime report

In 1933, the percentage of crimes per 1,000 population was 15.80 for Berkeley, 20.10 for Oakland, 27.81 for San Francisco and a whopping 42.10 for Sacramento.



# Cal's wonder team of 1920

By DAVE CHEIT

To those who saw it, there was nothing extraordinary about the football game played at California Field on Saturday, Sept. 25, 1920.

It was just another Opening Day — the Golden Bears' fifth under coach Andy Smith. They had gone 5-2-1 the season before and compiled a 24-13-3 record in Smith's four seasons, but they had lost the 1919 season finale to Washington and were beginning the 1920 campaign with a young and untested team.

The following Monday's Gazette dutifully reported the score — California 21, Olympic Club of San Francisco 0 — with no outward excitement, in the tiny hook within the paper which served as a sports section. The game showed, it said, "that the California eleven will not have entirely smooth sailing throughout the season."

It was a fair conclusion. For although Coach Smith had sifted through more than 200 would-be gridgers and come up with two dozen enthusiastic young men, they hadn't exactly distinguished themselves in that first game.

One youngster named Jesse B. "Duke" Morrison scored two touchdowns, and another named Charles F. Erb Jr. scored on a long run with an intercepted pass, but the Olympic Club had moved the ball disturbingly easily, and the Gazette considered the Bears very lucky winners.

Only 6,000 people showed up at Cal Field the following Saturday when the Blue and Gold faced the More Island Marines. The fans may have anticipated an exciting offense; they may have expected victory. But even so, they could not have imagined what was about to happen. For the Bears, attacking with exceptional speed, with winning confidence and without mercy, devastated the poor Marines 88-0. Ten Cal players scored touchdowns. Morrison had two and a senior named Albert B. Spratt had three. The Gazette was impressed. "The big score augurs ill for coast championship contenders this fall," it said.

Still, one game does not make a dynasty, so perhaps the "joyous amazement of the Bears"

supporters was tinged with just a bit of skepticism as Cal met St. Mary's the following week. Whatever happens, they reasoned, it can't beat an 88-0 victory.

But the Bears made history again. They scored 84 points in the first half against what the Gazette called a "scattered and demoralized" St. Mary's

backwoods of college football, as far as Walter Camp and the Eastern establishment were concerned. In more than 30 years of selecting All-American players, Camp had yet to choose a single man from the West Coast. Furthermore, 1920 stands to this day as one of college football's greatest

field rejoicing because it scored the first touchdown of the season against Cal. Never mind that the score was 79-7.

The next week the victim was Utah, by a score of 63-0. The Bears — 23 players and 50 fans — then embarked for Corvallis, Ore., and the first relatively unknown opponent of

victory. It left a battered and bewildered 49-0 loser.

Next came Stanford. By now the Bears had East Coast observers wondering how good that Western brand of football really was. In fact, mighty Princeton was reportedly considering a trip to the annual East vs. West game in Pasadena the following

led at last as favorites to beat Andy Smith's upstarts from Berkeley.

But the day belonged to the Golden Bears. They ran with their customary abandon, confounded the Easterners with a surprisingly adept passing attack of their own, and walked off to a 28-0 victory. Their nine-game point totals: Cal 510, opponents 14.

And so began the age of the Wonder Teams, which saw Cal return to the Rose Bowl the following year, respectfully decline post-season play for two years after that despite continuing to go unbeaten, and run up more than five consecutive years without a single defeat.

Offense and defense contributed equally to the marvelous streak.



THE 1920 CAL FOOTBALL TEAM STILL REMEMBERED BY OLDTIMERS AND SPORTS FANS HERE

team. The reserves added 43 more points after halftime, creating a final score which to this day looks like a bizarre, ancient typographical error: Cal 127, St. Mary's 0.

By now the Gazette had caught the spirit. "The chief danger," it cautioned the following week, "is that overconfidence and not a superior team may defeat what promises to be the greatest team in the history of U.C. Just now the varsity aggregation looks superior to any team in the country."

Tough words — especially from a sector of the country which was still the

years. Kentucky's tiny Centre College leaped to prominence as its Praying Colonels knocked off one major-college power after another. In South Bend, a fellow named Gipp was

bullying his way to certain All-American status for Knute Rockne's Fighting Irish. In the East, as they had for so long, Harvard, Princeton and Yale reigned supreme.

Nevertheless, the California Bears (still known alternately as the Bruins) were building a legend of their own. In their fourth game they mauled the University of Nevada — which left the

the year: The Oregon Aggies. The 17-7 Cal victory was a modest one, and yet team and fans alike were eminently satisfied by passing this first test against highly-rated competition.

The Bears were now 6-0. They had scored 395 points and given up 14. The offense was heavily oriented to the run, as the forward pass was still a novelty. In Cal's case, it was also not necessary.

The seventh opponent was ballyhooed as the one team most likely to burst the Bears' bubble. The Washington State University team came down from Pullman fully expecting a

New Year's Day. Nothing would have pleased the Bears more, and they proved it by smashing a respectable Cardinal team 38-0. They ended the regular season 8-0, and the Tournament of Roses Committee voted unanimously to invite them to Pasadena.

That vote was not en-

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## A Leader In Industry



**BERKELEY-ALBANY INDUSTRIES** — President Gary F. Wood, area manager in the local PG&E office, is the industrious president this year of the fast-growing group of industries located in the Berkeley-Albany area. Wood noted that membership has jumped to about 75 this year in recognition of the association's goal of seeking to take responsible positions on community issues and needs and to provide meaningful input.

## A Record of Progress



**BILL'S MEN'S WEAR** — An eye to the shelves at Bill's Men's Wear at 2386 Telegraph Ave., Berkeley, will show such major names as Frye, Rockport, Jarman, Tree Torn, Verde, Bass, and many more. Featuring a full line of branded men's sports wear, Bill's has served the community since 1961. Both men and women will be delighted by the wide list of brands in the shoe department.

## A Landmark



**V&W PATIO DOORS** — Nick Victor, right, and son Jerry (not pictured) are proud of the Alenco greenhouse window that is a best seller at their business at 2815 Seventh St. This fine-made case has drawn raves from happy customers. The Victor family and workers also have a wide variety of sliding windows, jalousies, patio doors and anything else in the window line.

## Serving Berkeley



**BERKELEY HORTICULTURAL NURSERY** — George Budgen founded the retail nursery 54 years ago and, now vice president, is still active in the business at 1310 McGee Ave. The family-operated firm includes his daughter, Connie Budgen Doty, as secretary and son-in-law Ken Doty as president. Shop there for the best in fuchsias, rock garden items or anything in the rare and unusual line.

## A Landmark



**GAZETTE PRESS** — Northern California's largest printing and distribution center at 846 Anthony St., Berkeley, offers the best of service in photo composition, marketing services, electronic typesetting, private carrier delivery services, trimming and binding, labeling and addressing, web offset printing on six high speed rotary presses, and personal service. Outstanding community service for many years has made the Gazette Press a nationally known and honored firm.

## Growing With Berkeley



**KENNERLEY-SPRATLING INC.** — Located at 1456 4th St., Berkeley, Kennerley-Spratling employs 79 persons in four buildings with 25,000 square feet of floor space. They specialize in the manufacture of synthetic resin products which are molded by injection and compression processes. A division of Fluorocarbon Co., Kennerley-Spratling has 22 years of productivity and service to the local community. Pat Culley is shown removing manufactured part.

## Craftsmanship



**H. C. MACAULAY FOUNDRY** — Founded in 1896, H. C. Macaulay moved to Berkeley in the year of the great earthquake, 1906. Since then the firm has established a wide reputation for fine casting for motors, turbines, can machines, and pumps. With fine custom casting part of the Macaulay tradition, the plant at 811 Carleton St., Berkeley looks forward to even bigger things in 1978.

## We Take Pride



**EL CERRITO CHAMBER** — Del Wisenor, manager of the El Cerrito Chamber of Commerce and his assistant, Barbara Lowry, look over figures showing the chamber has a membership of more than 200 and has gained approximately 12 new businesses. The chamber co-sponsors many programs in El Cerrito including the Senior Discount Program and the annual community ball. Wisenor said of the chamber, "We want to make El Cerrito the best place in which to live, work and shop."

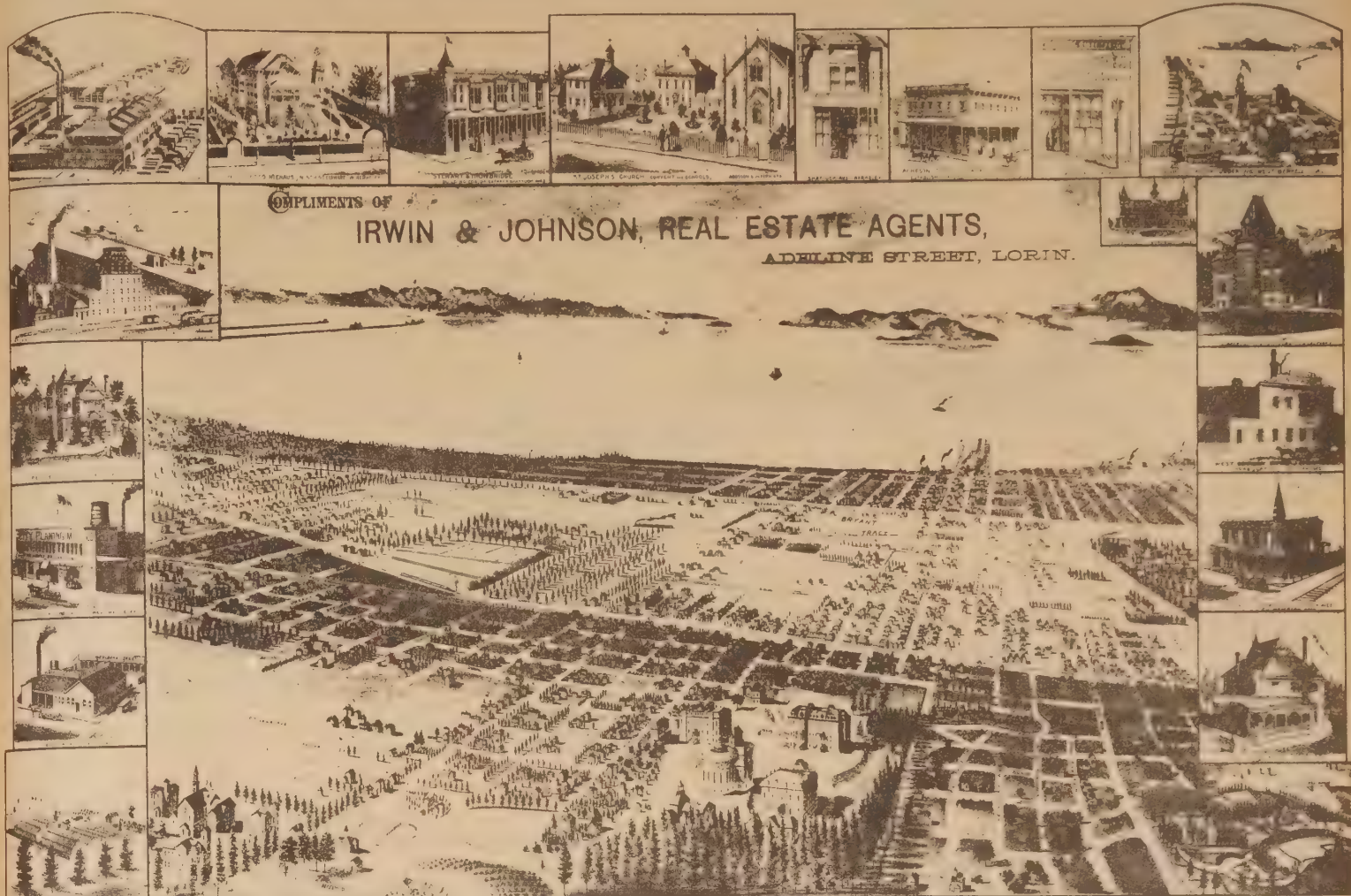
## The Company That Service Built



**R. B. COOKE CO.** — More than 50 years at its present location at 2171 Allston Way, the R. B. Cooke Co. plans to move in December to larger quarters on Center Street. Customers will continue to receive free delivery, usually on the same day if an order is placed in the morning. The expert staff offers personal fittings and also rents out hospital beds, wheelchairs, walkers, commodes and exercise bikes.



# Berkeley by the bay in 1891



BERKELEY, Cal., 1891.

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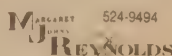
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**EAST BAY SEWING MACHINE CO** — Launched over five years ago by Moe and Lisa Iqbal at 2018 Shattuck Ave., Berkeley, Elna White Sewing Centers has expanded to a Bay Area network of five service-oriented businesses, the latest at 5025 Geary St., San Francisco (shown above, with Loretta Dee at work). The company also offers a complete line of new and used sewing machines, vacuum cleaners and attachments.

## Record of Progress



**LA VALS' MEDITERRANEAN** — Downstairs at La Vals you will find something new in dining near campus, with quiet atmosphere guaranteed by five dining areas separated by fine laticework. The fine dining spa at 1834 Euclid Ave., on Berkeley's Northside near campus offers five entrees, all with soup, salad and desert. That's Maitre d' Robert Hadley Carmack inviting you to come in and join him by the delightful downstairs fountain.

## A Landmark Industry



**YELLOW CAB** — Since reopening Aug. 10 under the new ownership of prominent Chico attorney A) John Merlo and Palm Springs businessman R) C) Smith, the Oakland-based Yellow Cab Company of Alameda County has enjoyed continued and steadily improving success. With the company's new minute-man concept, service is assured in a matter of minutes. Seventy-five percent of the driving force of the former company has returned under the new leasing operation.

## A Berkeley Tradition



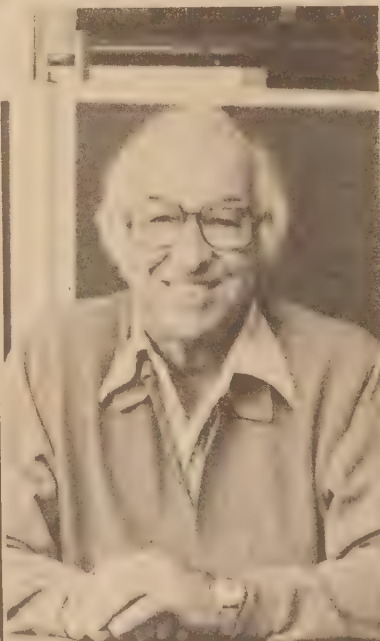
**DRUCQUER & SONS** — Located at 2059 University Ave., Berkeley, Drucquer & Sons have purveyed the finest tobaccos since 1928. Drucquer blends and packages its own tobaccos, and have become famed for their high quality, with customers as far away as Kuwait, Japan, and Argentina. From left, Robert Rex and Ann Machado invite you to come in and look over their delightful array of tobaccos and pipes.

## We Take Pride



**GILMAN STREET PHARMACY** — This pharmacy at 1041 Gilman St. in Berkeley is what manager Harry Skinkle calls a "fast service drug store." The prices are good and the service is fast, he explains. Shown here are Skinkle and Pat Ono, who are two of the three pharmacists on hand. There are four other employees in the business which features everything in the drug line with emphasis on prescriptions. It has been in business for 15 years and is owned by Julian Potashnick, who also owns other drug stores.

## Growing With Berkeley



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**RVEECO** — Problems caused by the Volkswagen's lack of oil temperature and pressure gauges have been solved by the Engine Saver, manufactured by Engine Saver of Berkeley and now being distributed by Rveeco, 1335 6th St. This solid state electronic device continuously monitors both oil temperature and pressure, enabling Volkswagen driver to detect heat-related malfunctions before serious and expensive engine damage can occur.

## The Company That Service Built



**HARBERTS BROTHERS** — Located at 2338 Shattuck Ave., Berkeley, Harberts Brothers has a record of 32 years selling sporting goods to the community. The most diversified sports store in the Bay Area, Harberts offers complete tennis, weight, jogging, ski, camping, swimming, and fishing equipment. Paul Harberts invites you to come in and check out the truly astonishing array of merchandise.

## Serving Berkeley Families



**BEUHRER INC.** — Marketing manager Terry Hamte set a Beuhrer's, Inc. monthly sales record with over a quarter of a million dollars in orders for Taylor-Dunn electric industrial carts and white gas forklifts. The 61-year-old Berkeley firm of 40 people sells and services material-handling equipment throughout Northern California, including rail car movers, man-lift elevators and forklifts with capacities from 2,000 to 120,000 pounds.





**THE CHANGING SCENE** — This is the way Bancroft Way and Telegraph Avenue appeared in 1897, a lone grocery store and not much else to

crowd the scenery. In this photo, a big shopper loads up a wagon with goods from the Chappie Tallman and Co. store.

— Courtesy of Louis L. Stein Jr.

## Mary Henderson, a lady with fire in her eyes

In Berkeley's history of civil disobedience, the name of Mary Henderson deserves a special place in the winner's circle.

A talented amateur, she displayed her first flair for resistance in 1876, when the Branch Line Steam Railroad was being laid up Stanford Avenue and out Shattuck to University Avenue.

Prompted by downtown landowners F.K. Shattuck and J.L. Barker, it would make Shattuck Avenue the main business street, with Berkeley property owners providing free right-of-way, 20 acres of land for yards and stations and \$20,000 in cash.

A franchise for the rails to be laid had been

granted by the Alameda County Board of Supervisors and the project was moving along nicely until it reached the property of Mary Henderson, who with a neighbor, Peter Maloney, absolutely refused to sell or grant easements.

While seeking condemnation proceedings, the railroad was forced to lay temporary tracks around these lots and onto Shattuck Avenue, a move which prompted Mrs. Henderson to file suit against the county and city for allowing the railroad to encroach upon a public street.

The courts finally resolved the deadlock by allowing the railroad to have its easements, but instructing the

company to pay \$5,000 in damages to Henderson and Maloney as well as the costs of moving their houses away from the railroad line.

All this was a fairly mild warm-up for Mrs. Henderson's next encounter 20 years later, when the city began paving the area around the tracks for public safety.

She stopped the workers as they reached her property, claiming the easement extracted unwillingly from her 20 years before had been for the railroad and not for public street use.

The city attorney pondered this and then, cited public safety, ordered the work to continue. When Mrs. Henderson requested a permit to move her house, it was quickly granted under the assumption she had tired of the struggle and was moving away.

On the contrary, her resistance was about to reach

full flower. In the morning, Mrs. Henderson was found with a gun in her hand, guarding the front door of her house which she had moved back to its original position, conveniently located directly on top of the railroad tracks.

She was, or course arrested and her home moved out of the way, but meanwhile the housemover returned, intent on fulfilling his contract, and put it back on the tracks.

Once out of jail, Mrs. Henderson came back to her home on the tracks, and with the help of her son and others, managed to hold her new position.

Then she filed suit and won \$1,150.

If she didn't completely win the battle, she certainly didn't lose it either: neither the railroad or the city ever crossed her (front) path again.



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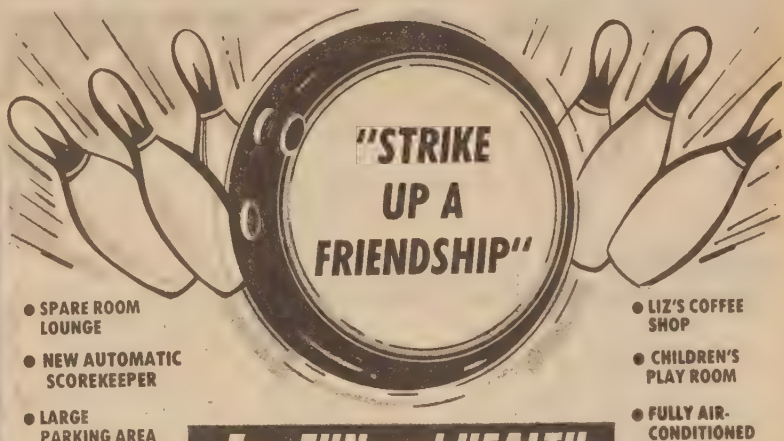
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## The first black family to call Berkeley home

By ELEANOR EDWARDS

In the early years of California history most of the black people who came west were slaves accompanying their owners on the overland trail.

As far as is known, Berkeley's first black residents were no exception, but unlike many of the other slaves who came west in the middle of the 19th century a little of their history has been preserved through a remarkable collection of family letters and memoirs.

Pete and Hannah — only first names are known — probably were born in Missouri sometime in the first quarter of the last century. When or how they came to be slaves of the Byrne family in New Madrid County is unknown, but both apparently were highly regarded by the family.

They were house slaves, and only the most capable and trusted slaves were promoted from field hands to

house servants. When Napoleon Byrne married Mary Tanner in July, 1849, Pete served the wedding guests.

So it isn't too surprising that Napoleon Byrne, deciding, after a trip around Cape Horn to California in 1858, to move his family west the next year, asked Pete and Hannah to go along.

According to Marguerite Carleton Hussey, the granddaughter of Napoleon Byrne who has written a history of the Byrne family, Napoleon Byrne offered both Pete and Hannah their freedom and the money to return to Missouri if they would accompany the family out west and help them get settled.

Mrs. Hussey, a warm, lively woman in her eighties, based her history on letters written by Mary Tanner Byrne, on stories she heard from her mother and on her own memories. In addition to being an account of one of Berkeley's pioneer families, the history is the only known record of Berkeley's first black residents.

Pete and Hannah, as befitting their status in the Byrne's Missouri household, were not assigned the roughest or least desirable tasks on the five-month trip to California. Hannah was the nursemaid for the Byrne's four children, and Pete was the cook for the family. Byrne had hired some men to help with the wagons and the herd of cattle they took along.

The group left New Madrid April 3, 1859, and after a 10-day stopover in Kansas City they started across the Great Plains a month after leaving home.

They went through Leavenworth to Ft. Riley and encountered many Indians along the way, none of whom were threatening. It seemed the Indians were mainly curious about the travelers or were looking for food. Mary Tanner Byrne wrote the family back in Missouri.

Twice the group was battered by fierce rain storms, with winds so heavy one night that their tents were blown over while they were sleeping. Mary Byrne wrote her relatives that Pete cooked the family meals "under difficulty."

On June 9, 1859, the group crossed the South Fork of the Platte River and by July 21 they were only 600 miles from Sacramento. Mary Tanner Byrne's next letter home, dated Oct. 16, 1859, reported that the family were in Oakland.

Napoleon Byrne, having scouted the bay area on his previous trip to California without his family, had intended to settle in the Santa Clara Valley because of the good farm land there.

But at the insistence of his wife, who was taken with San Francisco and the bay, Byrne decided to buy land in the Berkeley hills. A year to the day after leaving Missouri the family moved into their new home in Berkeley.

In spite of Napoleon Byrne's offer of freedom and return passage to Missouri, both Pete and Hannah stayed in California, both living with the family for a while.

Shortly after the Byrnes settled in Berkeley, the word got out around the East Bay that a new family of

Southerners had moved to town with two slaves. A vigilante group from Oakland came to the house one day demanding that the two be freed. According to the family's account, Napoleon told the posse that Pete and Hannah were free to leave whenever they wanted, and the group decided to "liberate" the two and took them back to Oakland.

Once in Oakland, however, the vigilante group didn't know what to do with Pete and Hannah, and since the two reportedly wanted to return to the Byrnes, they were eventually taken back to Berkeley.

Hannah lived with the family for almost 10 years after they arrived in California. She was with the Byrnes when Mary Byrne's mother, who had come west from Missouri with the family, died in October 1867.

It is also likely she stayed through 1868 to see the family move into their new house on the south side of Cordones Creek, on what is now Spruce Street. The Italianate villa with its colonnaded portico, now owned by the Church of the Cedars, is the oldest standing house in Berkeley.

But sometime around 1867-68, Hannah moved to Oakland to work for a family there, and except for occasional visits to the Byrnes nothing more is known about her.

Pete, however, stayed in touch with the Byrnes until he died. The date he left the family is not recorded, but he moved to Oakland too and opened a whitewashing business.

Like Hannah, he continued to visit the family. One of his visits, one of the younger Byrne children told Pete coming up the walk and yelled out the window, "Here comes nigger Pete."

"Pete was very hurt, and after that he had nothing to do with the family," Mrs. Hussey recalls. But he did return to serve at the wedding of Mrs. Hussey's mother, Edna, to Frederick William Carleton in 1881 because he had always been especially fond of Edna, or Dolly, as she was called by the family.

One evening, Mrs. Hussey reports, Pete came to see Napoleon Byrne. When Byrne got to Pete's home in Oakland, he saw that Pete was quite sick and weak. A friend of his, a Dr. Nickolson, who was also a physician, came to see him.

Dr. Nickolson is reported to have said he would go out to see any "nigger," but he treated Pete in favor to Napoleon Byrne.

Before Pete died he asked Byrne to make out a will. Mrs. Hussey reports that Pete had wanted to leave his small savings to a little white girl who lived next door and who had befriended him, but Byrne persuaded him to leave it to his family in Missouri.

The date Pete died is not recorded in the Byrne family history, and according to Mrs. Hussey, Pete nor Hannah took the Byrne family name. If any of their relatives are living in Berkeley now they are known to local historians.

By ALLEN KANDA

Names like Spenger's, Whalen, Virginia Bader, Hink's or Hotel Durant are about as inseparable from the history and community of Berkeley as the University of California campus.

Far from being a full list of firms that have grown and thrived in this city of some 120,000 people, this is a partial list.

(Turn to Page 33)

## A history of merchants and their customers

## EDD'S TV

**BEFORE YOU BUY A COLOR TV ... Check Us Out**  
RCA, Panasonic, JVC, Hitachi, Sony, Sanyo, Quasar, Sylvania

**OUR WARRANTY ON ALL COLOR TV'S**  
2 Yrs. Parts & Labor 3 Yrs. on Pix Tube

# RCA

RCA 19" diagonal XL-100 color TV with new 100% solid state XtendedLife chassis

**SUPER SPECIAL**

**\$357<sup>00</sup>**

- The XtendedLife chassis runs significantly cooler than the chassis it replaces — which means greater inherent reliability.
- Low power consumption — actually costs less to operate on average than a 100-watt bulb!
- Automatic Color Control keeps consistent from program to program, channel to channel.
- Automatic Flashstone Correction gives you natural flesh tones and natural background colors side by side.
- Super AccuColor black matrix picture tube gives you brilliant color with sharp contrast.
- Automatic Fine Tuning (AFT) pinpoints and holds the correct broadcast signal on all UHF channels.
- Contemporary styled, durable plastic cabinet with a wood grain or brown finish.



**RCA 19" diagonal ColorTrak table model**

- Automatic Color Control keeps colors consistent from program to program, channel to channel.
- Automatic Flashstone Correction gives you natural flesh tones and natural background colors side by side.
- Automatic Contrast/Color Tracking lets you adjust contrast, color and brightness with one control instead of three.
- Automatic Light Sensor adjusts picture for changes in room light.
- RCA Super AccuFilter picture tube keeps picture sharp and brilliant even in bright light.
- 100% solid state ColorTrak chassis has special constant voltage circuitry to protect vital components.
- Built-in connection for cable TV or apartment antenna.
- Contemporary styled, durable plastic cabinet with black vinyl top and sandstone sides.



**RCA** The Barrie Model FX405

**Super Special \$399<sup>00</sup>**

**FREE ESTIMATES**

**ON TV REPAIR — HONEST REPAIR**

Authorized RCA, Panasonic Service Center

**QUALITY REPAIR AT POPULAR PRICES**

No minimum charge — 6 month guarantee on work done

Hours: 10-6 Mon. thru Sat.

1702 Grove Street  
near Virginia  
**BERKELEY -- 848-5000**  
898 The Alameda  
Corner of Solano  
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**GRAND OPENING**

Of Our Stereo-Hi-Fi and Short Wave Dept.  
**Fisher Technics, Sanyo, Panasonic, JVC, Super Scope, Grundig, Sony.**

**CLEARANCE SALE**

ON ALL '77 & '78 TV's

12" Panasonic Color CT 216 Reg. \$329 **\$289**

12" Panasonic B & W TR 822 Reg. \$120 **\$100**

13" JVC Color 7160 Reg. \$400 **\$319**

16" Panasonic B & W TR 376 Reg. \$159 **\$139**

19" Panasonic B & W TR 619 Reg. \$169 **\$149**

15" RCA Color EB 353 Reg. \$349 **\$319**

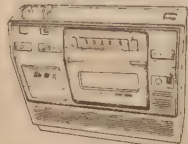
19" RCA ColorTrak FX 475 **\$410**

19" RCA Color ext. life **\$379**

19" Sanyo Color 91-C50 **\$329**

\*all sizes in ad refer to diagonal measurement

**RCA** Model VBT200 **\$975<sup>00</sup>**



See Our Selection of Video Cassette Recorders  
**The Sony Betamax**

**TODAY'S SHOES AT YESTERDAY'S PRICES!**

Select Group Cobbies  
Reg. \$23-\$31

**\$16<sup>99</sup>**

\*til Nov. 4th. Not all sizes in all styles, but plenty to choose from.



**HUSTON'S SHOES**

2216 SHATTUCK, BERKELEY



# They stayed and prospered

(From Page 32)

have become associated with more than one generation of Berkeley residents and visitors.

Virginia Bakery on 1690 Shattuck Ave. was opened in 1925 by Ewald Poeschel who learned the baking trade in his homeland, Germany. But prior to that the shop had been a bakery for some 48 years, an outlet for a chain of bakery shops.

"I had some customers who remained with me 30 years," recalled Poeschel, 89, and now a resident of El Cerrito. He retired in 1954 after selling the bakery to the Erdman family and passed on all his "secret" recipes and techniques.

"I am glad to say some of my old customers still go to the bakery," Poeschel said, adding, "And I know that some of their children and grandchildren also patronize it now."

But he notes many of his customers have included students and professors from the UC campus.

At Whelan Tobacco Shop, the breakdown between UC connected customers and local residents has been about fifty-fifty, according to Mrs. Charles Connelly whose late husband purchased it in 1939 when it still stood on Telegraph Avenue.

The shop moved to its present location on Bancroft Avenue after it lost its lease six years ago.

Named after its first owner Dan Whelan, the shop opened around the turn of the century, and made a breakthrough of sorts after Connelly purchased it by being the first business in town to use fluorescent lights.

"He never told us why," remarked Connelly's son, Brian, who now operates the shop with his mother and brother. "I just thought you might want to know."

Tobacco hasn't changed over the years. Old brands like White Owl and Rot-Fan cigars are still around as are pipe tobaccos like Union Leader or George Washington.

But one development that has amazed the younger Connelly is the proliferation of cigarette brands in recent years.

"I remember originally there were about 15 brands," he said. "Now the brands for open stock take up about 30 linear feet." That's each different brand placed side-by-side in a single file.

Hotel Durant on Bowditch Street and Durant Avenue has developed even closer ties with the UC campus in recent years, mainly because of its clientele, many of them distinguished visitors of the university.

But it wasn't always so. Bill Morris has been the hotel manager since 1950. The building hasn't changed very much in appearance, except for an open patio that was converted into a banquet room and then a cocktail lounge which it is now.

Morris recalled the hotel opened on the Monday before "Black Thursday," Oct. 29, 1929.

"Because of the reduced economic activity and travel, the hotel was forced to operate as a combination transient and residential hotel," he said. Wallace Miller was the manager then and stayed with the hotel until 1942.

"We had a nice dining room, tea in the afternoon and bridge games on Thursdays," Morris continued. "But with the war years, it became the stopping place for all the scientists and government officials engaged in defense activities."

The momentum generated by World War II remained, converting the hotel into essentially a transient operation with guests that included such scientists as Linus Pauling, Harold Urey and Glenn Seaborg in following years.

Other guests have included Admiral Chester Nimitz, who stayed at the hotel while his house in Berkeley was being constructed, and painter Pablo Casals.

Long time residents of Berkeley, however, would probably have an easier time conjuring up memories of shopping at Hink's on Shattuck Avenue and Kittredge Street or dining at Spenger's Fish Grotto.

Hink's originally opened in San Francisco in 1872 and was then called Stenge and Hink after its co-founders. G. F. Hink in 1880 moved to Woodland and opened a store which was operated by his son, Lester W. Hink, who recently died.

The Woodland store moved to its Berkeley location in 1904, on the spot now occupied by the Blue and Gold Market, according to Robert Hink, grandson of the original founder and now president of the corporation.

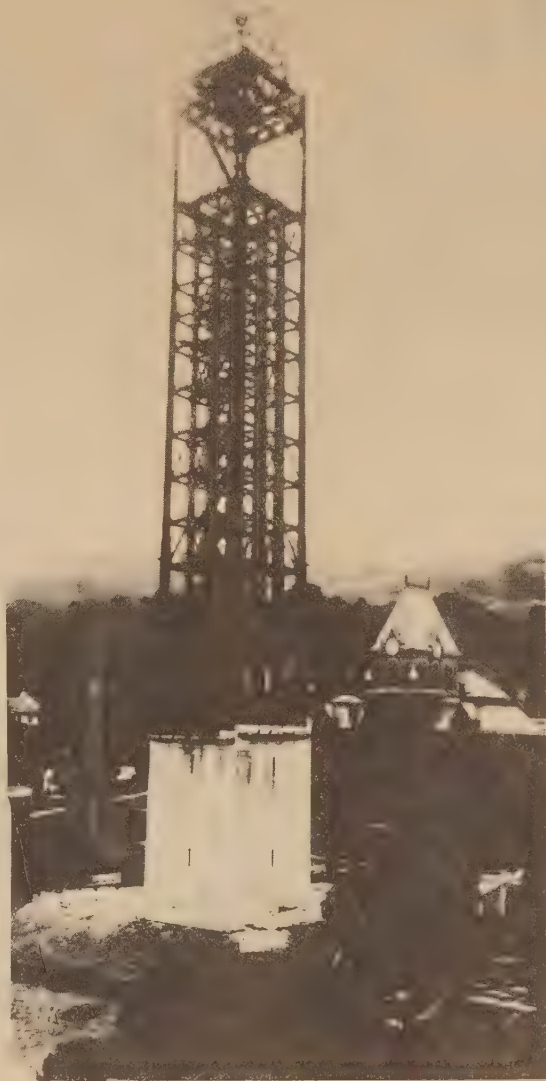
Hink noted the Woodland store had suffered the ups and downs of the farm economy in the area, but the move to Berkeley might have proved economically disastrous if not for the 1906 earthquake and fire in San Francisco.

The 1906 fire caused a great demand for clothing which, luckily for the Hinks, allowed them to sell out their old stock at the Woodland store.

In 1914, the store moved to its present location, expanded to Harrah Way in 1927 and expanded again to Harold Way in 1959, bringing it to its current "L" configuration.

Like Hink's, Spenger's has developed a devoted following of local patrons. Although a tourist must now, one would be hard-pressed to find a day without some local civic group hosting a luncheon at one of its banquet rooms.

## Birth of the campus signpost



RARE PHOTO SHOWS UC CAMPANILE BEING BUILT IN 1914.

WE CARRY A COMPLETE STOCK OF UNFINISHED FURNITURE ALL DISCOUNT PRICES!

<p><b>KING SIZE</b></p> <p><b>ROCKER</b> \$99 Value</p> <p><b>\$59</b></p>	<p><b>CEDAR WARDROBE</b> Sliding Door, Shelf 36" wide \$99 Value</p> <p><b>\$69</b></p>
<p><b>BABY CRADLE</b> \$42 Value</p> <p><b>\$25</b></p>	<p><b>CHILD'S ROCKER</b></p> <p>\$16 Value <b>\$12</b></p>

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Mon.-Sat. 828 San Pablo Ave.  
9:30-5:30 Albany 525-2722  
Sun. 12-3 **FREE PARKING**

## Sickroom supplies for impatient patients.



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**R.B. COOKE MEDICAL**  
2171 allston way berkeley 848-1023

## It All Adds Up!

### Elna is the Dealers' Number 1 Choice\*

That's right. Results of an independent survey show that the people who really know sewing machines, i.e., the independent sewing machine dealers of America, rank Elna far in the lead compared to other "high-priced" brands.

A nationally respected market research firm asked a cross-section of sewing machine dealers who specialize in various brands which sewing machine they would recommend to a friend. Elna was named more frequently than any of the other brands as the "dealers' choice."

Sewing machine dealers are the people who really know sewing machines. They are the people who recognize the superior engineering and design of Elna sewing machines. That is why Elna is the brand they would recommend to a friend. Elna. In a class by itself.

\*Summary of results of this point of the independent market survey available on request



and meets your budget too, specially priced this week

only, from \$269<sup>00</sup> and up

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### elna / WHITE SEWING CENTERS

**BERKELEY:** 2018 Shattuck Ave. 548-0843  
**OAKLAND:** 1559 San Pablo Ave. 893-0370



## A Leader In Industry



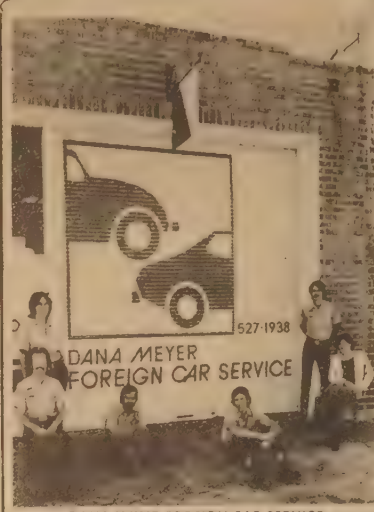
**DON YOUNG'S FORD** — Don Young, who was born and raised in Albany, has returned to his home town and purchased the Albany Ford Co. at 836 San Pablo Ave., from Ted Chowanec. He comes to the new firm after six years with Golden Bear Ford in Berkeley as general sales manager. The Albany firm has 38 employees. It has been in business for 40 years. The establishment is open seven days a week for sales of new and used cars and open Mondays through Fridays for sales of parts and repair service.

## A Record of Progress



**CARPET DOCTOR** — Carpet Doctor at 2156 University Ave., Berkeley, offers complete wall-to-wall installations, as well as hardwood installation and refinishing. Vinyl labels include Armstrong, Congoleum, and Mannington, and complete carpet cleaning service is available as well. In business at the same location since 1969, Carpet Doctor invites you to visit and see what the finest in carpets can do for your home.

## A Berkeley Tradition



**DANA MEYER FOREIGN CAR SERVICE** — Quality repairs by licensed mechanics at reasonable rates describes Dana Meyer's shop. Personalized service and modern equipment make this a repair facility you should consider if your auto requires help. From left, Laura Barm Dana Meyer, Ken Parker, Don Margraf, Bill Lyman, and Kathleen Smart are ready to handle any problem mechanically. Visit them at 700 San Pablo Ave., and see why their name is synonymous with excellence.

## A Landmark Industry



**PLAZA ELECTRIC** — Alma and J. Hicks invite you to discover why Plaza Electric at 1041 San Pablo Ave., Albany, is developing a growing reputation throughout the East Bay for fine electrical contracting and wholesales. Everything you might need in residential, commercial wiring and supplies are available through their one shop. Come in and see them.

## We Take Pride



**TUPPER & REED** — In business since 1906, the Tupper & Reed music store at 2277 Shattuck Ave. in Berkeley features sales of sheet music sales of all kinds, pianos and guitars and band instruments. It even has on hand a luthier, a person who handcrafts guitars. The luthier is John De Mello. Owners of the corporation are Dick Cortano and Wayne Anderson. Sheet music on hand includes classical, rock, ragtime, pop, steady scores and others.

## Growing With Berkeley



**COREY'S FURNITURE** — Lois Purcell shows off a fine unfinished wooden rocking chair, just one of hundreds of delightful items in unfinished wood available at Corey's Furniture, 828 San Pablo Ave., Albany. Bookshelves, desks, cabinets, dressers, mirrors, in fact anything in unfinished wood is available at this fine store. You are welcome to browse.

## Craftsmanship



**GIL ASHCOM TOYOTA BODY SHOP** — With an expansion to 37,000 square feet of space, Gil Ashcom Body Shop in Berkeley is the largest Toyota and foreign car facility in Northern California. The body repair facility is so big it acts as a warehouse for other auto firms in the area. Aiming toward a bigger and better year in 1978, Gil Ashcom can handle any repair in almost any foreign car. Look over their bigger and better facilities.

## The Company That Service Built



**LAWSON'S STATIONERY** — Located at 2237 Shattuck Ave., Berkeley, Lawson's features a complete line of stationery, as well as a card and party shop. All forms of writing instruments are available, as well as photo albums and gifts. Hours are 9:30 a.m. to 5:30 p.m. Monday through Saturday. The store has been completely remodeled since the recent fire. Come in and give it a look.

## Serving Berkeley Families



**EID'S TV** — M. Eid, owner of two sales and service stores in Berkeley, reports that he has been in business for almost five years and sales have risen from \$20,000 annually to a whopping \$700,000. The stores are located at 898 The Alameda and 1702 Grove St. (above). With a staff of 10 employees, the firm features sales and service on TV sets, video tape recorders and stereo systems. Eid says the stores contain one of the largest service facilities in the area.



## A hospital is born

## Miss Alta Bates' dream grows

From a small 10-bed hospital for women and children in a 14-room house at 2314 Dwight Way in Berkeley emerged a philosophy of care which has been perpetuated throughout the history of Alta Bates Hospital for more than six decades.

The visionary behind this modest beginning in 1905 was Miss Alta Alice Miner Bates, born in Lappierre, Michigan, on Dec. 11, 1880.

Shortly after she became the first graduate of the new Sequoia Hospital in Berkeley, California, in 1903 she was launched on the career of influence which was to extend far beyond her lifetime.

Miss Bates did private duty nursing for about a year while living with her parents in Berkeley. A local physician spotted her extraordinary talents and requested that she take maternity patients into her home. Events moved quickly for the indefatigable Miss Bates and, in 1906, with the help of her father, \$114 in cash and plenty of credit from local merchants, she opened the "Alta Bates Sanitarium" on Dwight Way.

Her personnel consisted of a nurse with only one year of training and four students who studied under her. In 1906, she graduated her first class of nursing students.

Ten local physicians aided her project and, in 1908, just three years after its opening, the sanitarium needed more beds.

Her father again rallied to the cause and backed a three-story wood and stucco building at 2640 Webster Street.

Alta Bates now had 12 beds, a major and minor operating room, delivery room and nurses' quarters, and her nursing school now had eight students. Her brother assisted with some of the hospital business until 1920, when she hired a full-time business manager.

A new wing in 1910 added 24 beds and 16 student nurses. Quality care, always the hallmark of Miss Bates, required the addition of another new

wing in 1912, which further increased the hospital's capacity. The nursing school was growing too, and Miss Bates was becoming renowned for providing a home-like atmosphere in which patients knew they were important.

Local physicians were delighted with the quality care given their patients and the clamor rose for

thesiologist. She was involved in all phases of hospital business.

The Depression came in 1930, the bond market dropped and creditors took control of the Hospital. Miss Bates remained — as president of the Board of Trustees. J. A. Wentworth became the first administrator in 1933, and Alta Bates' home-like care con-

governed by a board of trustees.

In 1949, Miss Alta Bates retired from active participation as a director of the Hospital, but her "concern for care" left its indelible mark upon it. Her death came on November, 1955, but her philosophy remains as the bulwark upon which the hospital operates today.

nursing program toward the Alta Bates goal for quality care. Although she retired in November of 1964, she will long be remembered for her many contributions to the Hospital's growth and development.

The Board of Trustees was broadened in 1951 from seven to eleven members. The growth pat-

Bates way of caring for patients. That same year, John A. Wentworth retired, and John E. Peterson succeeded him as Administrator.

Under Peterson's calm and careful direction the Hospital was again expanded, and in 1957 two more members were added to the Board of Trustees.

Construction began on another large addition in 1958 resulting in a new dining room, new patient rooms, an enlarged and modernized kitchen, an

administrative wing, a new service building and quarters for the pharmacy, physical therapy and housekeeping departments.

Anticipating the community's future needs and concerned with the importance of maintaining the Hospital's high level of excellence, Peterson directed the planning, fund raising, public education and other details of a development program, the fruits of which we see today.

Again, it was the personal contribution of a dedicated human being

which added to the Alta Bates profile and helped to solidify what has become so famous in the community.

In April of 1967, Robert L. Montgomery replaced Peterson as Administrator. He also carries on the Alta Bates tradition of home-like care in an atmosphere of harmony and hope, a quality of service in which the Medical Staff participates actively through various committees and advisory committees of the Board of Trustees, which now numbers sixteen.



—Courtesy of Alta Bates

THE FIRST ALTA BATES ANITARIUM AS SEEN IN BERKELEY IN 1905 AT 2314 DWIGHT WAY

further expansion. In March, 1927, ground was broken for a new hospital funded by hospital bonds sold in the community and, a year later, on April 21, 1928, the new \$750,000 Alta Bates Hospital was dedicated at the present site.

Miss Bates became superintendent and, under her watchful eye, the famous "Alta Bates care" continued. Not only was she an active staff member but she was also chief anes-

thetized. In 1938, the hospital was almost bankrupt. Financial reorganization took place, and the community bought the Hospital for \$400,000. In 1940, the Hospital applied for recognition as a community, rather than a privately owned Hospital, and on Jan. 1, 1946, the hospital officially became the Alta Bates Community Hospital. This means that the Hospital is operated as a non-profit corporation.

Another person stands out as an important figure in the hospital's history. Mrs. Marion Bringham Foster, R.N. — the Lady of the Roses — served for thirty-five years. This petite and dynamic gentlewoman, as director of nursing, worked through the troubled times and saw the hospital into its better days. Known for the fresh rose she wore each day, Mrs. Foster tenaciously and firmly guided the

tern did not change and a new sixth floor addition was made in 1954. With more beds and more employees, nothing changed about the Alta

## IMAGINE THAT...

Treating yourself to a bouquet of fresh flowers, an extravagant new winter outfit or... even an adventuresome spin at our spacious ice arena. Imagine that...



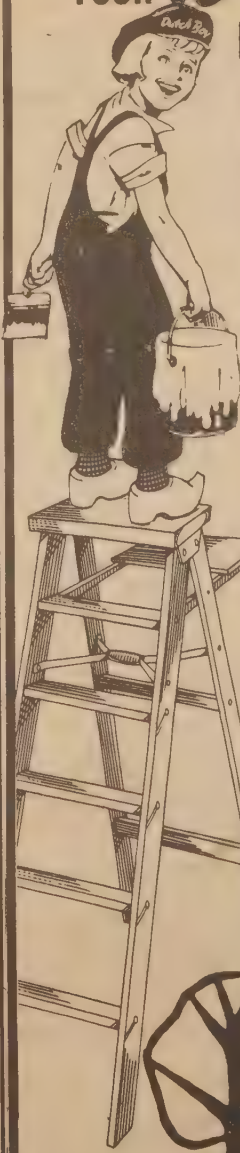
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Located off I-80, Hilltop Dr., Richmond,

hilltop

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## IS YOUR Dutch Boy HEADQUARTERS



**Dirt Fighter**  
The Paint That Fights Dirt and WINS

Repels Airborne Dirt

Outperforms Competition

One Coat Hiding

Water Cleanup  
Reg. \$13.00 Gal.

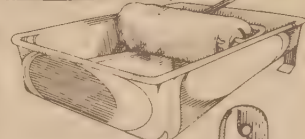
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Sale You Save 4.12 Per Gal.

**6-FT. ALUMINUM LADDER**

Reg. \$26.50  
**\$20.00**

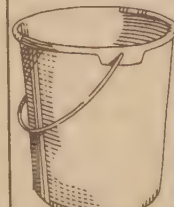
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**ROLLER, COVER OR SHALLOW PAN**  
Your Choice

**99¢** each

**9 Quart PLASTIC PAIL**

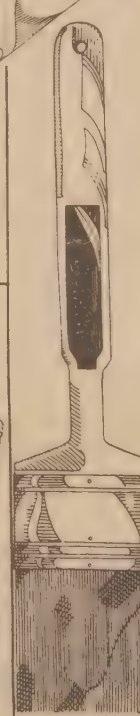


A Sturdy 9 Qt. Plastic Pail for Your Dutch Boy Paint

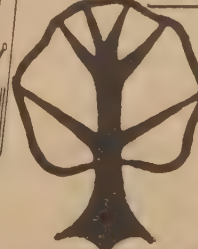
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**99¢**

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Nylon top-quality 2 1/2 inch sash and trim brush Only  
Reg. \$2.79  
**3.80**



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1539 Shattuck Ave., No. Berkeley 849-3711  
11726 San Pablo Ave., El Cerrito 233-4700  
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ESTABLISHED 1892

## McNARY & MORGAN CHAPEL

"THE FAMILIES WE SERVE  
ARE OUR BEST REFERENCES"  
3030 TELEGRAPH AVE., BERKELEY  
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## CHRISTIAN SCIENCE READING ROOM

Stop in Soon  
and read The Christian Science Monitor  
an International Daily Newspaper  
2142 Center Street, Berkeley 841-0241

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## SPENGER'S RESTAURANT

FOR THE FINEST IN FRESH  
FISH AND SEAFOODS

1919 4th St., Berkeley 845-7771

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## PERCIVAL C. MILLS CO. REALTORS

Serving the Purchaser's Needs for Residential,  
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2340 Shattuck Ave., Berkeley 841-2002

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## MAGGINI CHEVROLET

The Maggini family has been serving the au-  
tomobile public for 61 years.

CHEVROLET SALES SERVICE & LEASING  
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## HOPPER HAMMOND DODGE

55 Years Of Dependable Sales

2201 Dwight Way, Berkeley 845-7700

ESTABLISHED 1924

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Residential • Commercial • Emergency  
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Water Heaters a Specialty

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Complete Travel Service Anywhere in the World  
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848-0300  
Branches: El Cerrito Capwells 526-1111  
Walnut Creek—1525 Olympic Blvd.  
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222-1111

ESTABLISHED 1931

## McCALLUM'S FAMOUS ICE CREAM

1825 SOLANO AVENUE  
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## GRIFFIN LUMBER CO.

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Heating-Air Conditioning and  
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## Jim Doten's FIDELITY MOTORS

AMC-JEEP-OLDSMOBILE-HONDA  
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2600 Shattuck Ave., Berkeley 843-3704  
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ESTABLISHED 1935

## DOTEN PONTIAC, INC. DOTEN DODGE, INC. DOTEN CHRYSLER-PLYMOUTH

COME TO WHERE THE CARS ARE  
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Specialists in outfitting the active sports person. Offer-  
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INDEPENDENT VOLKSWAGEN GARAGE

Complete service and maintenance on Volks-  
wagens.

10929 San Pablo Ave., El Cerrito  
232-4891

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## DOROTHY WILCOX, REALTOR

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THE GARDEN OFFICE  
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## EHRET CO.

Plumbing & Heating  
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Plumbing Supplies, Water Heaters,  
Furnaces, Cast Iron Sewers

1936 Shattuck Ave., Berkeley 841-1700

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## BLOOD BANKS & CENTERS

Blood Bank of Alameda, Contra Costa  
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6230 Claremont Ave., Oakland 654-2924

ESTABLISHED 1946

## KELLY GIRL

23 PROFESSIONAL BLDG.

(SEPARATE BLDG. ON SOUTH EDGE OF EL CERRITO  
PLAZA)

EL CERRITO 526-0826

ESTABLISHED 1946

## BERKELEY LINCOLN-MERCURY

Also Zephyr, Versailles, Capri, Cougar

2352 Shattuck Ave., Berkeley 845-7010  
Successor of Berkeley Motors

ESTABLISHED 1946

## HARBERTS BROS., SPORTING GOODS

Berkeley's Leading Store for Sportswear,  
camping equipment, ski equipment, fishing  
tackle, firearms, backpacking, tennis.

2338 Shattuck Ave., Berkeley 843-0711

ESTABLISHED 1949

## GOLDEN JERSEY DAIRY

Complete Line of Dairy Products

11090 San Pablo Ave., El Cerrito  
529-2180

ESTABLISHED 1949

## CONNORS OVERHEAD DOOR CO. & ELECTRONICS

RESIDENTIAL COMMERCIAL  
We Service All Makes & Models

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## A home of medicine opens

It was 1904 when LeRoy Francis Herrick arrived in Berkeley, purchased an old Victorian home and converted it into a 20-bed hospital. He named it Roosevelt Hospital, and it was then Berkeley's only hospital.

Many men and women have been brought to the practice of medicine by the death of a loved one — for LeRoy Francis Herrick, the death of his wife led him from the gold fields to medical school. The practice of medicine in the early 1900's was a reflection of an age where the average work day stretched to 10 hours, the work week was six days, the pay 22 cents an hour. The average life expectancy was then 47 years.

Many things have changed since 1904, and Herrick Memorial Hospital matured at a pace matching that of its environment. Over the years, the original hospital building was surrounded by new wings; it remained the

physical center of the hospital, invisible behind more recent construction. By 1934, the health care center had grown to 100 beds and had been renamed Berkeley General Hospital; by 1945, the hospital had been named after its founder, and Herrick then contained 250 patient beds.

In the 73 years of Herrick's progress, the hospital established its position as a community nonprofit health center, committed to serving the whole population of the Berkeley area, and often innovative in its services.

Herrick was the first community general hospital in the state to establish an inpatient psychiatric service at a time when the emotionally ill were being banished to "insane asylums." Herrick was the first in the Bay Area to accept doctors, patients and employees on a fully equal basis without regard to race, creed or color.



—Courtesy of Herrick Hospital  
HERRICK MEMORIAL HOSPITAL IN 1904 WAS A VICTORIAN HOME CONTAINING 20 BEDS

### First landlord

## Peralta wound up owing \$10

Berkeley's first landlord started out owning the whole town and ended up owing \$10 on his own burial plot.

Jose Domingo Peralta began life blessed with good fortune as one of the four sons of Luis Maria Peralta, the recipient in 1820 of a Spanish land grant called Rancho San Antonio, extending from San Leandro Creek to El Cerrito.

The brothers divided the 48,000 acres amiably with Jose Domingo getting the Berkeley slice. He did well enough eventually to build himself first a modest adobe dwelling north of Hopkins and east of Albina streets and later a frame house just north of 1505 Hopkins.

When gold was discovered in 1848, Don Luis Peralta advised his sons to remain on the ranch rather than look for instant wealth in the goldfields. "God gave the gold to the Americans. If he wanted the Spaniards to have it, he would have let them discover it before now. Go to your ranch and raise grain, and that will be your best gold."

Don Luis died in 1851 unaware of the irony in his words: the land truly was their gold, and like the gold

in the hills, was considered fair game for anyone with the aggressiveness to grab it.

The Gold Rush had inflated San Francisco's population from 800 to 42,000, all of whom needed to eat. Men, sometimes 50 in a group, began "hunting" the Peralta cattle, costing the rancho \$100,000 a year.

The next threat came from people wanting the land itself for farming. The lands of both Jose Domingo Peralta and his brother Vicente (who settled in the Temescal region of Oakland) were inundated with squatters, either ignorant or simply ignoring the fact that the Treaty of Guadalupe Hidalgo guaranteed the property rights of Mexican citizens.

It all became harder to sort out when the state passed the Possessory Rights Act of 1852, which invited citizens to take any 160 acres they thought were unclaimed. Since fences were forbidden under the conditions of the land grant, Rancho San Antonio was there for the taking.

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(Turn to Page 39)



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**LAWRENCE OF THE LABS**

— Photograph shows the late Ernest O. Lawrence, then a young physics professor at the University of California, Berkeley, shortly after he had given the first

scientific paper on the cyclotron, on Sept. 19, 1930. The presentation was made by the cyclotron inventor at a meeting of the National Academy of Sciences in Berkeley.

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**Ernest O. Lawrence****Young physicist with great idea**

If it hadn't been for a young physicist named Ernest O. Lawrence who had an exciting idea, Charter Hill on the UC Berkeley campus might be noted only for its postcard view of the Bay Area.

Lawrence's decision to explore the inner world of the atom, however, had undreamed of results. It revolutionized science, had a profound effect on world history, and resulted in the over 60 buildings which now comprise the Lawrence Berkeley Laboratory, a sprawling 120-acre research center in the Berkeley Hills.

The Lab's history had its beginning in 1928 when the University of California lured the promising 27-year-old Ernest Lawrence away from Yale University, with hopes that he would strengthen the research and reputation of the growing UC physics department.

After six months on campus, while sitting in the main library, Lawrence worked out the famed cyclotron principle that 11 years later would win him the Nobel Prize in Physics. Everyone in physics then knew that if atomic projectiles could be made to go fast enough, they would gain enough energy to break open the atomic nucleus and reveal its tightly guarded secrets. Lawrence's cyclotron principle was a novel way of pushing protons up to unprecedented speeds and letting them smash against targets.

Lawrence made a public announcement of his new idea at the meeting of the National Academy of Sciences held on the Berkeley campus in September 1930. After this, success seemed to avalanche. The following month, the Regents approved Lawrence's promotion to full professor, making him at 29 the youngest full professor in the history of the University.

Working with M. Stanley Livingston, then a graduate student at Berkeley, Lawrence achieved the first successful operation of a cyclotron on Jan. 2, 1931, with a four-inch device made of brass. Each successive cyclotron that Lawrence and Livingston built was larger than the last; in each, protons traveled faster than before. In 1931 using an 11-inch diameter cyclotron, they accelerated protons to such speeds that they successfully achieved their goal of breaking apart the nucleus of lithium. The same year he first disintegrated the nucleus, Lawrence started building a really big cyclotron, a 27½-inch instrument.

This cyclotron probably would not have been constructed so soon without a fantastic bit of luck — the Federal Telegraph Company donated a 74-ton electromagnet, then one of the largest in the world. It was just the thing for the first really effective atom smasher. To house the new machine, Lawrence obtained use of an old wooden warehouse on campus.

Activities around the new cyclotron soon became so extensive that the Regents of the University of California, meeting in the spring of 1936, decided to establish a Radiation Laboratory with Professor Lawrence as its director. The Regents provided initial support of \$21,000 and allowed Lawrence a staff of an assistant director, a secretary, and a machinist.

Ernest had been visited the preceding summer by his brother, John Lawrence, then an instructor at Yale Medical School. John found the excitement at the cyclotron irresistible. Besides being the most powerful tool yet for studying the atomic nucleus, the new machine was turning out numerous short-lived species of atoms called radioisotopes that emitted radiations similar to x rays or radium emissions.

These radioactive chemical elements interacted with biological tissue in interesting and potentially useful ways. Within a year John, too, had moved to Berkeley and joined the group, beginning work that opened the new field of nuclear medicine.

The next of Lawrence's accelerators was the 60-inch cyclotron. William Crocker, San Francisco banker, philanthropist, and Regent of the University, contributed \$75,000 for the new building, which was named in his honor. It would be used primarily for medical purposes. Soon after the machine started operating in 1939, medical researchers began studies to treat patients having deep-seated cancers with neutrons produced by the machine.

To the delight of Lawrence and his colleagues, the cyclotron produced radioisotopes in even larger quantities than had been hoped.

For some time, the 60-inch machine was the major source of radioisotopes for scientists and doctors all over the world. Some of the most important radioisotopes in use today — such as carbon-14, iodine-131, plutonium, and tritium — were first produced in Lawrence's cyclotrons.

In 1939, Lawrence received the Nobel Prize in Physics for his invention and development of the cyclotron and for results obtained, especially with regard to artificial radioactive elements.

The honor and publicity given Lawrence helped him gain support for another project, a 184-inch cyclotron. With funding from the Rockefeller Foundation, the Regents of the University of California, small foundations and private citizens, ground was broken on Charter Hill, high above the campus. But it would be six years before Lawrence could see the massive machine used for the scientific tasks he had planned for it. What intervened was World War II.

Scientists across the country mobilized for defense projects working on designs for an atomic bomb and techniques for separating the rare, fissionable uranium-235 from common uranium-238. Actually, two bomb signs were pursued simultaneously. Plutonium had been discovered at the 60-inch cyclotron and looked to be promising as uranium, maybe more. The cyclotron began operating around the clock to supply plutonium. American microchemists working on the plutonium project.

Lawrence ardently believed that America did not achieve a chain reaction before Germany did, the result would be disastrous for the world. His contribution was to remodel the 27½-inch cyclotron, turning it into a mass spectrograph capable of separating the uranium isotopes by means of the slight difference in atomic weight. The approach looked like the quickest way to get the needed material.

Meanwhile, biological studies at the cyclotron expanded into the new field of radiation medicine. In 1942, Donner Laboratory appeared on campus as an extension of the biological and medical physics program being carried on at Crocker Laboratory. Donner was given a \$165,000 gift from William Donner, and dedicated to the memory of his son.

By the end of the war, work already underway to transform the 184-inch magnet back to its original purpose of accelerating atomic particles. The machine had been designed as a conventional cyclotron that would

(Turn to Page 39)

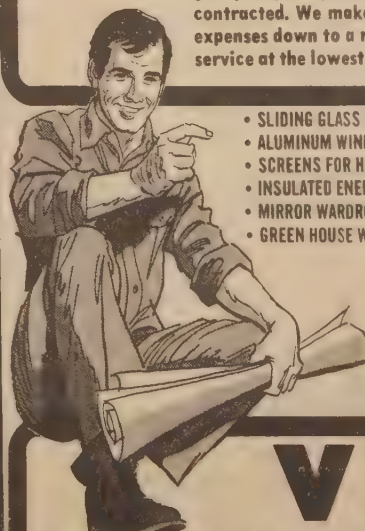
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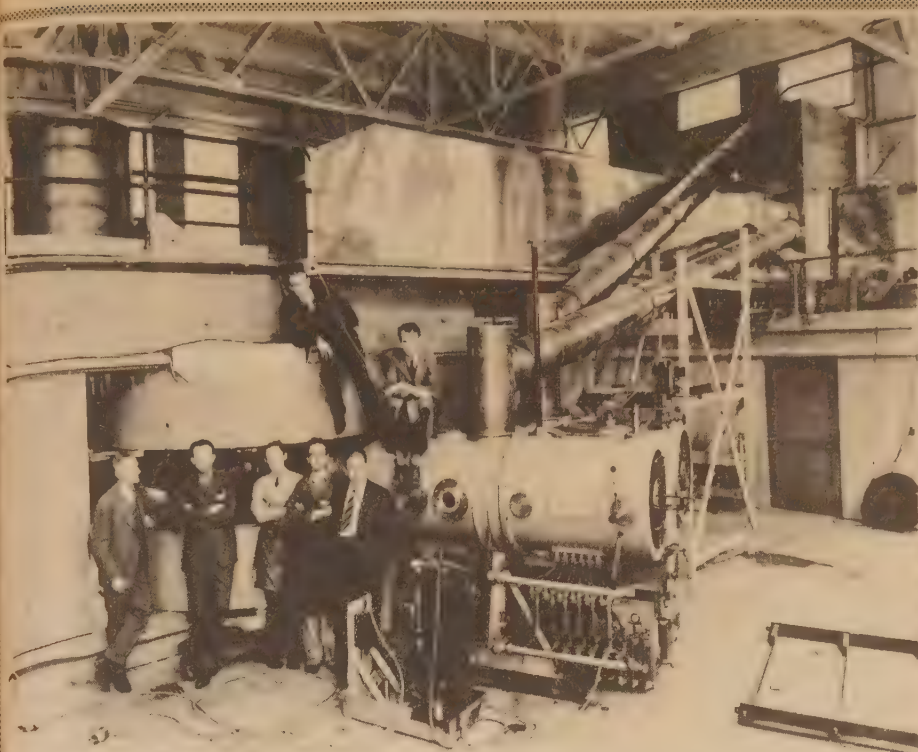
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—Lawrence Berkeley Lab photo

WITH CYCLOTRON ARE NOBEL PRIZE WINNERS LUIS ALVAREZ AND EDWIN McMILLAN (FROM LEFT AT TOP)

(From Page 38)

produce deuterons with energies of 100 million electron volts.

But Lawrence's group was able to double this design energy by incorporating the principle of "phase stability" — a key discovery made independently by V. Veksler of Russia and Edwin M. McMillan of Berkeley. Turning the cyclotron into a "synchrocyclotron" enabled Berkeley scientists to produce in 1948 the first manmade mesons, thus opening up the field of high-energy physics.

A year later, Lawrence began construction on a much higher energy synchrotron, the Bevatron, capable of accelerating protons to billions of electron volts. Research at the Bevatron, which began in 1954, turned up a whole new world of particles and antiparticles, including the antiproton and antineutron.

With the creation of the Atomic Energy Commission in 1947, the Laboratory found a new means of support. Although the Laboratory continues to be operated by the University of California and has many UC faculty members working on its staff, major funding comes from the federal government. The Atomic Energy Commission was later replaced by the Energy Research and Development Administration, which was recently incorporated into the new Department of Energy.

Lawrence remained influential in post-war nuclear defense policies; and in 1952 he established a new laboratory at Livermore, 40 miles east of Berkeley, to do weapons and other applied research.

Ernest Lawrence was stricken ill in

Geneva in July 1958 when he was serving as a U.S. delegate to a conference on the technical aspects of peace-time nuclear testing. In August, a few weeks after his return to Berkeley, the man credited with helping to pioneer nuclear physics and the head of the now famed Radiation Laboratory, was dead.

The new director appointed by Lawrence was Nobel Prize winner Edwin McMillan, who had been at the Laboratory since its beginning.

In 1971, the Berkeley and Livermore laboratories — which actually had been completely separate entities for many years — were officially split and renamed the Lawrence Berkeley Laboratory and the Lawrence Livermore Laboratory.

#### When they collected gloves

The Berkeley branch of the Glove Waistcoat Society had boxes for the collection of old gloves placed in department stores. As a result it forwarded to Boston 100 pounds of kid gloves. They were made into waistcoats for aviators.

— "Berkeley's War Work," 1917

#### Sewers built

Construction of the first sewer system began in 1885, a year after the passage of a bond issue.

#### Sounds of bell

The town's first church bell summoned worshippers to the First Congregational Church on June 12, 1882.

## He winds up owing \$10 on burial plot

(From Page 37)

land grant holders needed their ownership certified by the U.S. Land Commission before they could offer buyers a legal title.

Jose Domingo's title confirmation took two years plus another two when it was challenged by squatters. And that wasn't the end of his court hassles. His five sisters sued for a share in their father's inheritance and his neighbors to the north disputed their common boundary.

Jose Domingo Peralta had had enough. The legal complications seemed endless (indeed, they continued for 12 years after his death), and in the meantime he was bankrupt from the loss of cattle, a newly-leveled property tax and heavy legal fees. Keeping 300 acres around his home, he decided to cut his losses and sell in 1853.

For a purchase price of \$82,000 . . . a considerable bargain in those days . . . Hall McAllister, R. P. Hammond, Lucien Hermann and Joseph K. Irving, became the first Americans to own land in Berkeley. They, in turn, took on the squatters, among whom were four founding fathers of central Berkeley, Francis Kittredge Shattuck, William Hillegass, George M. Blake and James Leonard, who ended up paying \$31 an acre for a shared square mile tract that included most of what is now downtown Berkeley.

Meanwhile, Jose Domingo's proceeds had gone to lawyers, tax collectors and debtors and within a year, he was selling off the land around his house.

Shattuck, Hillegass and Blake established themselves and did well by the land that was now theirs, especially Shattuck, whose business success was matched by civic leadership on the city council of Oakland — including a term as mayor — and on the county board of supervisors.

But Jose Domingo Peralta, once the proud owner of a sprawling rancho, had lost everything and a little more. He died on April 3, 1865, leaving his estate too destitute to pay the \$10 burial fee. St. Mary's Cemetery still carries the unpaid \$10 debit in its ledgers.

"So far, at least," Berkeley historian George Pettitt noted in 1978, "No one has tried to take the Peralta grave plot in St. Mary's Cemetery."

#### He attacked dusty streets

North Berkeley streets were so dusty at the turn of the century that Edwin Josiah Gordon, a retired contractor, was hired to drive his giant water wagon daily over the routes, spraying water to settle the dust which smarted the eyes of pedestrians, horseback riders and operators of those new horseless carriages.

The roads were so bumpy that when his small daughter Clairise came along for the ride she had to be tied into a wooden seat.

"Pa" Gordon went into complete retirement around 1910 when roads were paved to connect residents comfortably with the new tract developments in the hills.

#### The only east-west road

In the late 1870s, Rose Street was the only east-west road running the length of north Berkeley, starting at San Pablo and continuing up to the crest of the hills to intersect Grizzly Peak Boulevard. The first ten streets in Berkeley were Allston Way, Bancroft Way, Channing Way and Dwight Way (all Ways), and Audubon (later changed to College), Bowditch, Choate (later changed to Telegraph), Dana Ellsworth, and Fulton streets.

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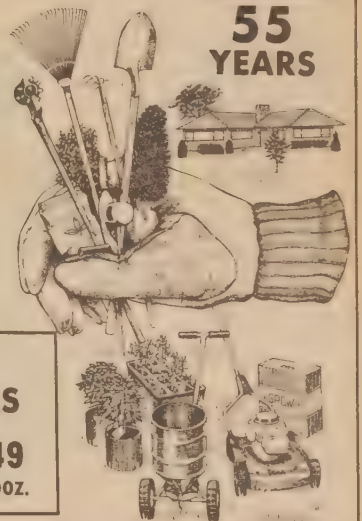
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His dedication to his maintenance department has brought great acceptance to his company and to his work. The customers of Berkeley Office Equipment value his counsel and expertise.

Henry lives in Berkeley and takes a concerned interest in civic and local affairs. As the maintenance manager of Berkeley Office Equipment, Henry has developed a systematic knowledge of his clients and their equipment needs, both of which satisfy his working days and interests.

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## August Vollmer

# The Mozart of police work

By GORDON RADDUE

You might call him the Mozart of police work. His innovative work in the field of law enforcement has had world-wide impact and has endured.

When August Vollmer, at the age of 29 and with only six years of formal education behind him, was elected town marshal in 1905, Berkeley was a growing community of 20,000 with a reputation among hoodlums for being one of the most poorly protected towns on the Pacific Coast.

By the time of his retirement in 1929, he had developed one of the most highly regarded police departments in the United States and had been elected president of the International Association of Police Chiefs.

In the latter capacity, he reorganized the police departments of many American cities, including Chicago, Detroit, Minneapolis, Kansas City and Havana, Cuba.

Upon his retirement, this man with only six years of formal education in his native New Orleans behind him was named head of the department of research at the University of Chicago, with the title of Professor of Police Administration. He later returned to the University of California at Berkeley to lecture in the same capacity.

Vollmer attended the New Orleans Academy until he was 12 years of age, receiving what was considered at the time a substantial amount of education for a youngster. From there he set out for California to make a living for himself. His first vocational connection was as a clerk for the W. & J. Sloane furniture store in San Francisco, a job he held for several years.

He then moved to Berkeley and started a wood and coal yard called Patterson and Vollmer, relinquishing the business at the tender age of 22 to enlist in the U.S. Marines when the Spanish-American War erupted in 1898.

Following the war he returned to Berkeley and found himself a job driving a horse and buggy in the home delivery service for the Berkeley Post Office. He won himself a lot of friends on the job, including Berkeley's first fire chief, James Kenney, who induced the young man to run for town marshal on a reform ticket in 1905.

When he was elected he inherited a staff of eight police officers and a lot of problems. The crime situation was so bad that the Southern Pacific Company cited the danger hoodlums posed for passengers and equipment as one of its reasons for not making transcontinental train stops in Berkeley.

Vollmer maintained that Berkeley should have "the best police department in the United States" for the following reasons:

(1) "The class of people who make their homes here"; (2) "The nearness of two large cities which harbor many criminals"; (3) "That two transcontinental main lines run through this town," and (4) "The ease with which it is possible to hide here and the many different routes that may be taken to leave after having committed a crime."

Vollmer's approach to his goal was not to overpower the community but rather to attack crime at its roots through crime prevention, a field in which he became a pioneer. He viewed criminals as essentially pathological or social problems that couldn't be solved by brutal treatment.

Although he was insistent that laws on the books be enforced, he could be compassionate enough to take a drunk home instead of forcing him to suffer the social and economic consequences of a night in jail.

His office became a laboratory for research into all aspects of criminology and positions on his force were open only to men able to achieve a score of 135 or better in the Alpha test used by the Army during World War I—a grade only 10 percent of the Army's men were able to attain.

The accent on intelligence paid off in the initiation of a raft of new procedures in police work. In 1906, Vollmer's second year on the job, the first electric police signal light system in the United States was installed in Berkeley. The city established the first completely motorized police department in 1913, when automobiles replaced patrolmen's motorcycles.

The Berkeley department conducted the first experiments in the field of radio communication with police cars and as early as 1906 officer C. D. Leek, later to become captain of detectives, devised a record system which became the foundation for scientific police record systems used widely throughout the nation.

The polygraph, or lie detector, was developed by one of Vollmer's recruits from the colleges, John A. Larsen, who had received a Ph.D. in physiology and was pursuing a degree in medicine. At Vollmer's request, Larsen had read an article by William Marston, a Boston lawyer who had experimented with blood pressure in the detection of falsehoods.

Refining Marston's method through the use of devices producing a continuous record of blood pressure and pulse rate, Larsen created the forerunner of the modern polygraph developed by Leonard Keeler. The latter, a son of Berkeley poet Charles Keeler, was a mere high school student when he became interested in Larsen's machine and began assisting in its operation.



—Berkeley police file photo  
**POLICE CHIEF AUGUST VOLLMER**  
developed efficient police department

Berkeley became the first police department to use the polygraph in criminal investigation in 1921. A smaller, less cumbersome version of the instrument was later built by Larsen and Keeler.

A specialist in criminology, Keeler went on to develop his own polygraph, which not only became prominent in police work but also was put to a wide variety of commercial uses. In 1931, the underwriters of Lloyd's of London took an interest in the instrument that resulted in premium reductions up to 10 percent for banks giving periodic tests with the polygraph to all their employees.

Another Berkeley Police Department scholar, Dr. Albert Schneider, organized the first scientific crime detection laboratory in the United States in 1915. The following year, the first scientific training of police officers in America was inaugurated at UC-Berkeley.

His concern with attacking the sources of crime led to the adoption in 1919 by the Berkeley superintendent of schools of a plan devised by Dr. Jau Don Ball, police department psychiatrist. Hawthorne School was surveyed to determine the cases of school, home, neighborhood and community problems and their relationship to physical, mental, nervous, temperamental and character defects of students.

Information gathered in the survey formed the basis for establishing methods of scientific examination, classification and segregation of school children and for guiding principals in their selection of the most qualified teachers for the various grades and special classes.

A social worker who participated in the Hawthorne School survey, Elizabeth Gurnell Anderson Lossing, later was placed in charge of the Crime Prevention Division of the Berkeley Police Department, becoming the first college-trained woman police officer in the United States.

Vollmer imposed rigid standards on his officers—no smoking except between 1 and 5 a.m. during the graveyard shift, no gratuities or rewards for services rendered, no stopping for food or even just a cup of coffee without first reporting in, 12-hour shifts, etc. Several officers unable to meet these and other requirements found themselves dismissed for cause.

In time, however, Vollmer developed a force of high morale and intelligence that was the envy of the nation. Members of the department were encouraged to expand their education and special adjustments in their schedules were made to allow them to do so.

Constructive programs for youth were not over looked in the intensive effort at crime prevention made under Vollmer's leadership. Two members of the department, D. H. Fraser and Clarence P. Taylor, developed the idea for the first Junior Traffic Police force in the country, which was organized by the police in 1923, with the cooperation of the public schools.

His limited schooling notwithstanding, Vollmer's education didn't die at the New Orleans Academy. He was a keen student in a wide-ranging number of areas all his life. He not only knew the value of cooperative intelligence but was able to make it happen in his department.

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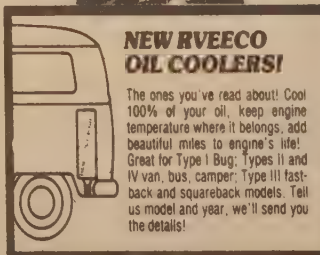
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# The fateful day Jacobs anchored his sloop

When Capt. James H. Jacobs began anchoring his sloop at the mouth of Strawberry Creek in 1853, he found a source of fresh water, a free location for his modest freight business and a solitary expanse of treeless land serviced by a new road (San Pablo avenue).

It must have looked good. Jacobs bought 50 acres, put up a makeshift wharf and built what was to become the first non-farm residence in Berkeley.

He now had a permanent base for his grain and freight runs to San Francisco and Sacramento and the place became known as Ocean View.

Within a year, William J. Bowen, a retired shipmaster, moved to the corner of San Pablo and Delaware

street to open a small grocery store and inn, which prospered as a regular stop on the stageline.

These two businesses were enough to draw the attention of others looking for a site close to San Francisco but with cheap land and water and good transportation.

In 1855, the Pioneer Starch and Grist Mill, Ocean View's first factory, moved in with jobs for ten men, thereby doubling the population. (The building itself stood until 1964 when Truitt and White Lumber Company razed it to make use of the land on which it stood.)

Naturally the growth was good for Jacobs, too. When a lumberman named Zimri Brewer Heywood developed a lumber yard dependent on the Landing, a substantial wharf had to be built in

1866 on the bay shore between Hearst Avenue and Delaware Street. No longer would Jacob's wife have to guide him in, on foggy nights, with lantern signals from shore.

When they finished the lumber yard and wharf, Jacobs and Heywood realized they had no title to the land beneath, but neither did anyone else. Land-grant recipient Luis Maria Peralta had been prohibited by the restrictions on the grant from ownership beyond the high-tide line.

The state hadn't laid claim to it either but it had established a Board of Tideland Commissioners in 1866 to deal with the situation. Jacobs and Heywood immediately petitioned them for legal title to the land and on July, 15, 1872 they obtained the right to purchase it at

a cost ranging from \$1.50 to \$23 a share.

Jacobs, a Danish-born immigrant who had turned to hauling freight when he failed at gold mining, had become in those 20 years in the East Bay, a respected member of both the little community which had sprung up around him and of the whole city of Berkeley.

In 1873, he was a founding member of the Berkeley Land and Town Improvement Association, a promotion group which included men such as Dr. Henry Durant, the first president of the University of California.

In the election of 1878 Jacobs became the first assessor of the city of Berkeley, extending his influence miles upstream from his first anchorage at Strawberry Creek.



## The mystery spot

Times do change and Berkeley is no exception. This photograph, supplied by Hink's of Berkeley, shows one particular view of Berkeley. Local history buffs will be quick to catch the

exact location, but for those others the scene is a complete mystery. Do you know where photo was taken? The answer: looking north up Shattuck Avenue.

### First church

The first church in Berkeley was the First-Congregational Church at Dwight Way and Telegraph, built at a cost of \$1,750. Its first services were March 22, 1875.

When a more substantial church building went up in 1883, the original structure was used in the public school system and later as the upper story of a business building which housed a used bookstore. The church clerk salvaged some choice pieces of wood when the structure was torn down in 1922 and had them made into a gavel.

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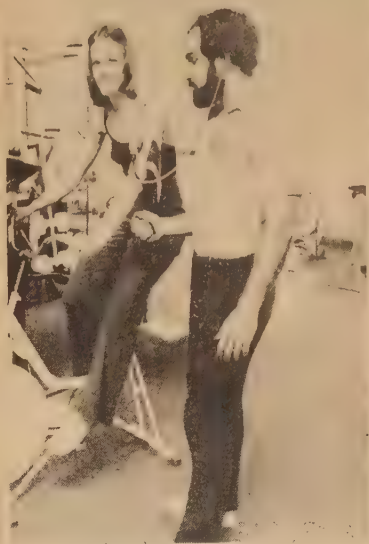
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## A Leader



**BERKELEY YMCA** — The Cardiac Rehabilitation Exercise program is an example of the exciting and innovative changes in personalizing Men's and Women's Fitness Center programs to insure optimum fitness quickly and safely according to Central Y fitness director Thomas A. Lass (not pictured). Pat Leiphart and Ed Laaffe assist in the demonstration.

## Progress



**BIG BEAR CAR WASH** — At 1019 San Pablo Ave., Big Bear Car Wash offers full inside and out auto cleaning service. A new service recently added is Dave's Shoe Shine adjacent to the auto washing facility. With 16 years in business, Dave can make your footwear look like new, while your car is getting a facelift at the same time.

## A Berkeley Tradition



**ORMAN FURNITURE** — Still located at the site established in the early 1900s, Gorman's Furniture at 2599 Telegraph Ave., has maintained an outstanding record of excellence and care for its customers through the decades. A family oriented store, Gorman's has grown with Berkeley. Five generations have been associated with the local outlet. Come in and let them demonstrate the service which has become a legend in the East Bay.

## A Landmark



**SOLOMON GRUNDY'S** — At the foot of University Avenue in Berkeley where the city reaches the water, Solomon Grundy's offers the Bay's most breathtaking view. Through its broad windows you can see the Bay Bridge, Angel Island and San Francisco's magnificent skyline. The lights at night are a delight. The menu reads "delightful frog and magnificent morsels." For food and drink there is no better place in the entire Bay Area.

## We're Almost 62 Years Old



**BEHRER, INC.** — These three employees of the 61-year-old Berkeley firm — from left, service manager Ray Allison, Bob Sellers and Norman Dierking — helped solve a major problem for a local steel company, rebuilding two worn out Q333-30 inch cbpcby electrically operated sheet steel straddle carriers needed for a special operation. The second unit is shown above almost ready for painting.

## Growing



**THE HOLIDAY INN** — Featuring group functions, banquet, and catering service, the 280 room Holiday Inn on the Emeryville peninsula is in its fifth year of service. With outstanding attention to groups in the area, The Holiday is looking forward to several additions in the near future. Visit it and discover the kind of care a major hotel can offer.

## We Take Pride



**MARRIOTT HOTEL** — The Berkeley Marriott at the Marina features sophisticated disco dance nightly, and a famed Sunday brunch. Home of the University of California Golden Bear football team, as well as several professional events, the Marriott offers a beautiful view of the marina and San Francisco Bay. Chapter yacht service is available.

## The Company That Service Built



**ERNIE'S VAN & STORAGE** — The third generation of Sowell is in the moving and storage business started by Ernie Sowell Sr., in the 1930s as "Ernie's Express." And Ernie Sr. is still active in the business running the Grass Valley branch with sons Douglas and Stuart. In the main Berkeley headquarters, 1650 6th St., Ernie Sowell Jr., seated, is aided by his brothers Walt, Eugene (not pictured), and son Keenan, extreme right, make up the third generation of Sowell. The business now occupies nearly a full block at 1650 Sixth St. Some 80,000 sq. ft. are used for warehouse and storage. Local, long distance and overseas shipping, moving and packing are features of Ernie's Van and Storage, an agent for Red Ball Transit Co., Inc.

## Serving Berkeley Families



**PARK & SHOP** — The little corner grocery that began back in 1930 at Solano and Fresno Avenues has grown over the years to the present huge and successful supermarket at 1850 Solano Ave. The founder, Frank Andronico, is still active as board chairman and oversees a chain of four large markets. Mr. Andronico's pride and joy continues to be the supply of fresh produce that has been a feature for all 47 years of the Park & Shop existence.



## Where all the names came from

People who arrive here accustomed to streets and avenues called East 89th or Park might find themselves wondering what or who is a Shattuck.

It's a who. Francis Kittredge Shattuck, one of the first four Berkeley squatters, was born March 6, 1824 in Crown Point, New York to a family descended from Increase Mather, an early president of Harvard.

When his father died, Shattuck, at the age of 12, took over the farm work and a part-time job as a mule-skinner while studying for a teaching certificate. At 23, he and his brother-in-law George Blake, a lawyer, joined the hordes rushing to the gold fields of California.

The next two years were fairly discouraging. It took the pair a year to get to San Francisco via steamer

and once in the gold country, they had dismal luck, as did two other miners they befriended along the way, William Hillegass and James Leonard.

On their return through the Bay Area, Leonard and Hillegass happened to meet a squatter who told them that all they had to do was claim 160 acres apiece (at prices as low as \$1.25 an acre), was to file a request according to the state's Possessory Rights Act.

All four men petitioned for land which totalled a square mile, an area today bounded by Addison, Russell, Grove and College. Drawing straws to determine which portion each would get, Hillegass won the high ground considered at the time the most desirable. Leonard the next parcel down and Blake the third, with Shat-

tuck left with what was thought to be the least valuable, a parcel comprising most of what is now downtown Berkeley.

They put up a small building near the present site of the Men's Faculty Club to satisfy state requirements for improvements.

Since the men were making direct claims on the land grant of Luis Maria Peralta, their petitions were tied up in court for years, and they eventually received clear title only when they agreed to the \$5,000 price per parcel set by the San Francisco investment firm which had bought Peralta out.

Even so, it was an investment that made them a fortune. Hillegass and his heirs, for example, later sold their land for nearly a million dollars.

To all but Leonard,

ranching was secondary, and they rented out the land while tending to matters in Oakland. Blake as district attorney and judge and Shattuck and Hillegass as lively stable operators.

Shattuck and Hillegass used their profits to build Berkeley's first major business block, take a hand in the formation of stage lines and investment in a coal mine near Mt. Diablo. Shattuck went further in on to dabble in banks and railroads.

All but Leonard served at one time or another as Oakland city councilman and Shattuck and Blake even served terms as mayor of Oakland. Berkeley didn't incorporate until 1878 so their influence was primarily as property-owners. The college valued them so highly it named streets after them, giving Shattuck one

for his middle name as well.

All three eventually came to live in Berkeley, with Shattuck taking particular interest in developing a business district along the street where he lived and that carried his name.

Leonard, a man of obviously different temperament, stayed out of politics and business and farmed his parcel himself until 1865 when he bought more productive land in southern California.

While the other are remembered in street names, Leonard's is conspicuously absent. It was once suggested that Telegraph Avenue be changed to Leonard Avenue, but reports of the time said Mrs. Leonard "wouldn't hear of it," which is why few people have to this day.

- P.S.

## Oldest church building

### Built in 1877 and still around today

By MARY ANNE OLIVER and JANE FAIR BESTOR

The Good Shepherd Episcopal Church of West Berkeley is also celebrating the centennial of the founding of its congregation way back in August of 1877.

Good Shepherd, a historical monument, is the oldest surviving church building in Berkeley and the oldest church with continuous services in the East Bay.

The history of Good Shepherd is closely tied to the history of Ocean View, later West Berkeley.

In the 1870s the expansion of businesses such as lumber and real estate, and the development of railway and ferry services to San Francisco, led to the rapid growth of Ocean View. By 1877 134 families lived in the area, enough people to demand a church and to be able to support one. These people came from all denominations: Quaker, Congregationalist, Methodist, Baptist, Presbyterian, Swedenborgian and Lutheran churches, as well as Episcopal.

On Aug. 11, 1877, the ladies of Ocean View formed a Sewing Society to raise funds for "the church." On Aug. 29 the Rev. A. A. McAlister held services at the Ocean View Schoolhouse. This gentleman, "being relieved from duty as chaplain in the United States Navy . . . and being . . . earnest in the cause of his church, instead of laying off for a rest . . . directed his attention to the establishment of a mission." He was quite successful, for by Oct. 13 the Advocate reports: "Rumor No. 13: that an Episcopal interest is springing up and attracting many of various shades of belief."

In 1878 Berkeley incorporated as a city, including both the campus and Ocean View areas. This union was not without its rivalries, religious as well as secular. On Feb. 16 the Advocate notes: "It is reported that the Bishop Berkeley Mission" (later St. Mark's) has raised funds to buy a lot and build east of Shattuck between Dwight and Bancroft. West Berkeleyites, go thou and do likewise!"

And West Berkeley speedily did. McAlister canvassed vigorously in the community and soon secured a plot and enough money to build a church.

The Berkeley Land and Town Improvement Association ("lots on the installment plan") donated the lot on the corner of 9th and Bristol (now Hearst) streets. Supporters of the building fund included A. Rammelsberg, very superintendent and farmer; H. N. Marquant, editor of the Berkeley Advocate; John Everding, owner of the Pioneer Starch and Grist Mill and a "seashore residence" in Ocean View; Zimri Heywood, owner of a lumber company at 4th and Delaware; and R. Sisterna, whose splendid, two-story hall on the north-west corner of University and 6th Streets was the scene of many a church soiree.

Equally prominent on the list were the women — Mrs. S. A. Penwell, Mrs. William Heywood, Mrs. Z. B. Heywood, and the intrepid Miss Mary Juksch.

In addition there were many supporters from other Episcopal churches and from citizens, from judges,

professors, doctors, the military and local businessmen, including those two institutions which still flank Berkeley's main entrance today, Jas. Brennan on University Avenue near 9th, and J. Spenger, who started in "grocery and provisions" on 4th Street between University and Bristol (Hearst).

Good Shepherd was constructed as a 26x57 foot English Gothic church with an 80-foot corner tower and a seating capacity of 212. The total expense amounted to \$2,600.

The building was described at the time of its consecration as the chief ornament of the town, "adding much to its desirability for residence." Local pride in the church was expressed in a concern for its beauty. This concern was exemplified in early years by the stained glass windows, particularly the one behind the altar dedicated by Anna Head to the memory of her parents.

The consecration on Sunday, Aug. 11, at 3 p.m., was

#### Services held

The first religious service in Berkeley was held sometime in 1871, conducted in a school room by the Rev. S. V. Blakeslee, field editor of a Congregational newspaper. The first regular services began Oct. 3, 1872 in the same place under the direction of Pacific Seminary students.

#### A bank opens

Berkeley's first bank — the Commercial Bank and Berkeley Bank of Savings — opened in January, 1892, in 19 by 30-foot room adjacent to the corner of Shattuck and Center.

#### Delivery begins

The first mail delivery began March 15, 1895, the newspaper noting, "Everyone knew it was the first round of the postman and they were waiting for him long before he made his appearance."

an event noted on both sides of the Bay. The Berkeley boat made a special trip about 1 p.m. from the city, returning after the service. It was a solemn occasion. "The Bishop preached a very able and interesting sermon, and held the attention of the audience to the end, although a large proportion of the male members of the congregation were obliged to stand during the entire service."

Soon after the last payment was made McAlister received orders to sail on the U.S. flag ship Pensacola. His successor was the Rev. G. A. Faston, who with his wife and family was the first minister actually to take up residence in West Berkeley.

Easton worked hard to build up the church from its promising start. One of his first moves was to declare the seats in the church free to all; henceforth the support of expenses would rest on voluntary contributions.

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Pat Underwood is assembling and gluing a Leaf Master, which helps to clean leaves and debris from swimming pools.



Maintenance department showing some of the many steel dies that are used in the molding of products.



left, Lucille Wilson, middle, Beverly Anderson, Carmen Martinez, Cheryl Downing. They are all applying labels to parts of a video game produced at the plant.



Quality control department (from left to right) Rodney Horn, Louise Wilson. Louise is pointing to the blueprint of the part that she is holding.

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## A Leader In Industry

The Clearprint Paper Co. of Emeryville, traces its roots back 56 years to 1921 when the Dieterich-Past Company was founded in San Francisco by J(W) Dieterich Sr., and the late R(C) Past.

The Dieterich-Past Company offered a complete line of surveying equipment in addition to substituted papers, reproduction facilities, engineering drawing materials, and architectural supplies. By 1925, the company had opened a Los Angeles branch and two years later expanded to Oakland. The Oakland branch also included reproduction work in its list of capabilities, and by 1933 the San Francisco office had begun manufacturing the special tracing paper which would become known as Clearprint.

Although 1933 marked the actual genesis of the yet-to-be formed paper company, it was not until 1940 that Clearprint split off from Dieterich-Past and became the Clearprint Paper Company. By 1971, both reproduction departments, in San Francisco and Oakland, had been disposed of and all three branches of the Dieterich-Past Company were concentrating all their efforts in the sales of Clearprint tracing papers as well as engineering and architectural supplies.

From its beginning in 1933, Clearprint has evolved into the leading manufacturer of drafting and design papers. The company has attained a nation, as well as international, reputation for excellence. Three generations of Dieterichs are presently active in the two companies.

## We Take Pride



**BERKELEY OFFICE EQUIPMENT** — Henry Hamataka, maintenance manager for Berkeley Office Equipment, 1422 San Pablo Ave., repairs a typewriter. Hamataka has been an employee of the firm for 11 years. Charles Lavis, owner and founder of Berkeley Office Equipment, which is celebrating its 22nd year in business, said Hamataka is beloved by many customers for his fine sense of humor.

## A Landmark Industry

Your pharmacist is a second line of defense fighting for your health, says Gary Geis, president of the Alameda Pharmacy Assn. and its 300 members.

Geis points out that the neighborhood pharmacist is often available for advice and health counseling when no doctor can be reached. A new state law which will go into effect in January allows pharmacists to take blood pressures, the better to advise patients who may need to seek medical care of a physician. Recent campaigns against venereal disease have been spearheaded by neighborhood pharmacist organizations, and pharmacists were among the first professions to establish a continuing education program among their members.

Recent breakthroughs accomplished by pharmacists include the right to substitute drugs of equal quality without contacting a physician. In many cases a doctor will prescribe a drug of high cost, when a cheaper one of equal quality may be substituted. Today that substitution, to save your hard-earned dollars, may be made by your pharmacist.

Often a doctor will prescribe a drug to a patient without full knowledge of other drugs the patient is already receiving from another doctor. Pharmacists and the profiles they keep on patients can bridge these informational gaps, saving patients from taking combinations of drugs which might prove dangerous.

## A Record of Progress



**MECHANIC'S BANK** — Mechanic's Bank, 801 San Pablo Ave., Albany, has served the citizens of Albany for many years, providing useful services including a drive-through teller window. The bank is staffed with quick, intelligent tellers for prompt service. The bank provides convenient banking hours, from 10 a.m. to 3 p.m. Monday through Thursday and 10 a.m. to 6 p.m. on Fridays.

## Service

The Bank of California's Berkeley Main Office at 2333 Shattuck Ave. is one of the Bank's 73 offices in California.

The \$2.5 billion deposit bank also operates offices in Washington and Oregon. Founded in 1864, the San Francisco-headquartered bank opened its Berkeley Main Office in July 1955 upon merging with the Bank of Berkeley.

The Bank of Berkeley was founded in 1945 under the leadership of a group of prominent Berkeleys as a successor of the Fidelity Acceptance and Thrift Company. The Bank of Berkeley was a neighborly, home town bank. When it merged with The Bank of California 22 years ago, it's popularity with the "Town and gown" and business community was retained.

The principle difference noted by customers was the substantially increased capacity in lending and the availability of a greater range of banking services. The familiar characteristics of a friendly, home town bank remained unchanged with the merger.

From 1955 until 1963, The Bank of California occupied the original commercial office located at the Corner of Shattuck and Durant which was designed in 1923, having outgrown this 40-year old office building, the Bank commissioned Ratcliff's son, Robert, of Ratcliff, Slama and Cadwalader, to design a new facility. During the 1½ year demolition and construction period, The Bank of California occupied the converted, famed 50-year old Firehouse No. 2 for its temporary office.

With these two locations of The Bank of California in Berkeley, Manager Thomas B. Shaw and his staff take pride in serving the city and its people with the "best of two banks."

On the morning of July 5, 1965, a ribbon of dollar bills was cut and the new multi-hued brick bank building on Shattuck Avenue officially opened for business.

In 1975, the 20th anniversary of The Bank of California in Berkeley, the North Berkeley office at Rose and Henry Streets became a facility of the Berkeley Main Office.

## Growing With Berkeley



**BERKELEY BOWL MARKET-PLACE** — Willie Ide and Glenn Yasuda, after a year's work, have converted the old Berkeley Bowl on Shattuck Avenue near Ashby into Berkeley's newest culinary shopping center—a pleasantly spacious terra cotta-colored interior where you can stroll beneath a soaring fir-beamed ceiling and fill your market basket with no trouble at all. It's open 9 a.m. to 7 p.m. Mondays through Saturdays.

## Serving Berkeley Families



**BERKELEY REALTORS** — Mayor Warren Widener, Victor Stachura, president of the Berkeley Board of Realtors, and David Holcomb, the vice president, reflect upon the realtors' recent 75th anniversary. A key speaker was A. Ormsby Donogh (not shown). Donogh, the grand old man of real estate, traced the history of local realtors from 1902 when he was seven years old.

## A Berkeley Tradition



**SPENGER'S** — Spenger's famed Fish Grotto originated at this site and in part of the same structure over four decades ago. The Spenger family built their home here, opened a little country store in one room, and operated a small fleet of fishing boats in the San Francisco Bay. Today, Spengers continues to operate in the same traditional family manner, with fish from their own boats, supplemented by delectable sea foods from all parts of the world.

## Craftsmanship



**HILLTOP** — Charles Perry admires his work which is a highlight of the inside of the spacious Hilltop Mall shopping center. The chief architectural significance of Hilltop lies in its spectacular interiors — especially, the grand, sky-lit central courts 160 feet and 55 feet high. Hilltop is also enriched by sculpture and fountains with luxurious seating areas, sweeping stairs and ramps and dramatically changing levels. Avner Naggar is the architect. Hilltop is located off Interstate 80 on Hilltop Drive.





## Some faces in the local crowd

By RICHARD CORTEN

To drop a few names, let's start with Jerry Brown, Rube Goldberg, Glenn T. Seaborg, Jan Wenner, David P. Gardner, John W. Gardner, Donald McLaughlin and Gregory Peck.

What do they have in common? They have lived or are living in Berkeley, have been taught in Berkeley's Unified School District, or — and this is the one thing shared by all — they're alumni of the University of California Berkeley campus.

Gov. Edmund G. Brown Jr. was a transfer student who finished up at UC. His father, Pat Brown, then governor and a regent of the University, gave a congratulatory handshake to Jerry and the other graduates at commencement ceremonies in 1961.

The late Rube Goldberg, class of '04, started out on student publications, syndicated his wacky cartoon inventions and characters, and won the Pulitzer Prize in 1971 for editorial cartooning.

Nuclear physicist Glenn T. Seaborg did graduate work at UC in the late '30s and went on to win the Nobel Prize for chemistry and to become Chancellor of the Berkeley campus and chairman of the Atomic Energy Commission. He's now a University Professor of chemistry and associate director of the Lawrence Berkeley Laboratory.

Jan Wenner, a former Daily Californian writer, amid much scoffing and with little money, launched a national biweekly of rock 'n' roll during the "Summer of Love." Now "Rolling Stone" is a mass-market publishing phenomenon about to celebrate its 10th anniversary and Wenner is a jet-set journalist wunderkind.

David P. Gardner, a Berkeley High graduate, took his M.A. and Ph.D. degrees at UC. He is now president of the University of Utah.

John W. Gardner also did graduate work at Cal. He is a former secretary of Health, Education, and Welfare and until recently was the chairman of Common Cause.

Donald McLaughlin, whose wife Sylvia recently

won the city's Benjamin Ide Wheeler Award, is a resident of Berkeley who taught and was engineering dean at UC, became president then board chairman of Homestake Mining Company, and served as chairman of UC's Board of Regents.

Gregory Peck of the Class of '38 is one of the few real stars left in Hollywood's firmament. An Oscar-winner for "To Kill a Mockingbird," his most recent portrayal is the title role in "MacArthur."

And the list goes on: Berkeley Mayor Warren Widener and a sizable portion of the City Council, Oakland Mayor Lionel Wilson, many state legislators, among them Tom Bates and John J. Miller, constitutional officers March Fong Eu and Ken Cory, immediate past Chief Justice Roger Traynor and present Chief Justice of the California Supreme Court Rose Bird, several associate justices, and many others on the bench at various levels.

The late Earl Warren, governor of California and chief justice of the U.S. Supreme Court, was a member of the Class of '12. Among his classmates were Horace Albright, second director of the National Park Service, and Newton Drury, founder of the Save-the-Redwoods League.

In defense: Lt. Gen. James H. "Jimmy" Doolittle, World War II hero, General William F. Dean, hero of the Korean War, Fred C. Weyand, Army chief of staff and Vietnam War negotiator.

In industry: Stephen D. Bechtel, construction engineer, Rudolph Peterson of the Bank of America, Edgar Kaiser of Kaiser Industries, Walter Haas of Levi Strauss and Co.

In education: the late Robert Gordon Sproul and Clark Kerr, both UC presidents, economist John Kenneth Galbraith, and

"Mr. Earthquake," seismologist Perry Byerly. More cartoonists: Ted Key, creator of "Hazel," and Jay Ward, creator of "Bullwinkle" and a horde of other animated TV characters.

Writers: Irving Stone, Joan Didion, George Stewart, Anthony Boucher and Jessamyn West.

More in entertainment: Ralph Edwards (of "This is Your Life"), Mark Goodson (of Goodson-Todman Productions), actors Stacy Keach and Bill Bixby.

Mixed fields and household words: Robert McNamara, former Secretary of Defense and head of the World Bank, Treasury Secretary Michael Blumenthal, the late Walter Gordon, former Governor of the Virgin Islands and federal judge (and Cal's first football All-American), Antonio Brico, symphony conductor, the late Lillian Moller Gilbreth, "the world's greatest woman engineer," efficiency expert, and mother of "Cheaper by the Dozen," and Adelle Davis, nutritionist.

Given the fact that there are over a quarter of a million living alumni, it's safe to say that this is only a partial list.



DAVID GARDENER



EARL WARREN



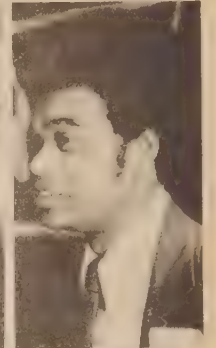
JOHN W. GARDENER



ROBERT SPROUL



CLARK KERR



WARREN WIDENER

## WELCOME.... Spenger's DIAMOND OYSTER BAR



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PLACE TO ENJOY  
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Anita Thede  
Albany



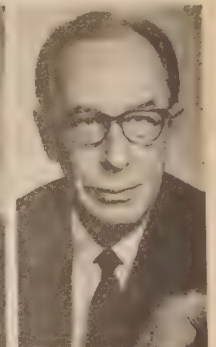
Millie Anderson  
El Cerrito



Marie Mauldin  
El Cerrito



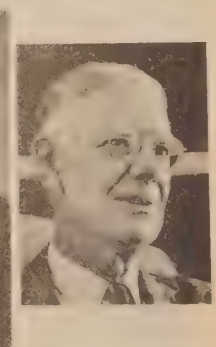
RUBE GOLDBERG



FRANK KAISER



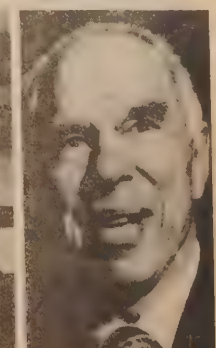
WILLIAM DEAN



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# 'Hail to the Chief' Those special visitors

(From Page 4)

ception and family reunion.

The 10 minutes allotted for the event allowed for a minimum of catching up between the relatives. "If only Mrs. Taft were here," said Mrs. Blake.

"Why, such a trip would have killed her," replied the President.

Taft went on to speak to great crowds in Oakland and San Francisco, leaving the Bay Area, as did Teddy Roosevelt, for a guided tour of the Sierras with John Muir.

The only puzzling item in accounts of his visit is the statement, headlined in the Oakland Tribune: "Taft in Favor of Annexation of Oakland, Berkeley and Alameda" along with "Urges the Union of Three Cities Under Single Government."

"The next time I come here," he was quoted as saying on the shores of Lake Merritt, hours after leaving Berkeley, "I hope you will have the common sense, enterprise and determination to make one great city on this side of the San Francisco Bay."

Strange he didn't mention it in Berkeley.

On a decidedly more diplomatic mission, the next presidential visitor was Woodrow Wilson.

In a deadlock with the Senate over acceptance of his proposed League of Nations, Wilson had decided to take his case to the people, including the 30,000 gathered on the hot afternoon of Sept. 18, 1919 in Berkeley.

Despite reports of ill health that would keep him from speaking to the throngs, Wilson smiled and waved with vigor all along the way: to the many little crafts whistling at him as his boat crossed the bay and to the thousands lining the streets from Oakland to the Greek Theater, where the faculty and mayor's committee were waiting to meet him.

"Throughout the trying years we have listened for your voice," Mayor Bartlett told him before the crowd. "Out of the discordant jangle it has reached us - with the purity of high purpose, pointing the way to victory and peace. It was the voice of youth, of hope and of wisdom, that dared attempt the brotherhood of man. Our hearts are yours, Mr. Wilson."

Dean William Carey Jones, adept at pulling a few heartstrings himself, introduced the president to the sea of student faces representing practically every part of the world: "This, Mr. President, is a League of Nations sitting before you this afternoon."

Wilson, an academician long before he was a politician, could not resist. He smiled, glanced over at his physician, and stepped forward to a roar of applause.

"I used to say to my classes that the trouble with college youth in America was that they had refused to grow up, that the men and women alike continue to be school boys and school girls," he said. "I used to remind them that on the continent of Europe revolutions were often made in the universities and statesmen were nervous of nothing so much as a concerted

movement of opinion at the centers of learning. I asked them what cabinet in Washington ever cared a peppercorn about what they were thinking.

"Now it is your refusal to grow up that I am glad of," he said, explaining that it was time to use thinking instead of fighting to settle international differences.

"The burden upon my heart as I go about this errand is that men are hesitant to give us the chance," he concluded. "We cannot do any effective thinking for the world until we know that there is a settled peace."

Though the crowds in California Field could not hear the speech, general information about the scene was signaled by a Boy Scout at the top of the Greek Theater to another scout in the Campanile, who relayed the message to a third scout in California Field. There the message was repeated to the crowd through megaphones so that the 7,000-member chorus, accompanied by the U.S. Marine Band, would be ready to sing when the President's car entered the field.

"A mighty cheer went up and the mass surged to the ropes," according to the Gazette. "Bareheaded and bowing, the president responded to the great welcome with smiles. Mrs. Wilson leaned out of the machine and acknowledged cheers which were meant for her."

"In a few minutes, the machine shot out of the field and a tired crowd wandered homeward."

What the crowd could not have known was that the impromptu Berkeley address was to be one of Wilson's last public speeches.

Eight days later, in Wichita, Kansas, Wilson's health forced him to cancel his tour and return to Washington, where he suffered a complete nervous collapse.

Without him, the League was doomed. He never fully recovered and when his term ended in March, 1921 he retired from public life.

Wilson died in 1924, more than two decades and another world war before the chartering of the United Nations in San Francisco in 1945.

Like Wilson, Harry S. Truman came to Berkeley fretting about world peace. Unlike Wilson, Truman was angry mostly at the Russians and it didn't seem to affect his health at all.

He arrived on June 12, 1948, "sunburned and care-free," according to the Gazette, to speak at the 85th commencement at the university and to accept an honorary degree.

"Party lines were slashed to ribbons today as thousands of Berkeleyans, regardless of political creed, paid tribute to the top man in the U.S. government," is how the Gazette described his arrival.

"They pressed themselves in droves against the wire fence that shielded the presidential party at the Southern Pacific depot and the parade route on University Avenue was a solid mass of cheering people waiting for a glimpse of the President."

As Truman, his wife and daughter stepped from the train at 12:15 p.m., 50 photographers converged to cover the arrival and every step thereafter.



JOHN F. KENNEDY (BOTTOM CENTER) LEAVING MEMORIAL STADIUM MARCH 23, 1962  
88,000 cheered the President during his visit to the campus and to the city

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**Freezer loaded  
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many other valuable  
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Sponsored by the El Cerrito Chamber of Commerce





—I-G photo  
WAYNE HALL

## Wayne Hall new manager

Wayne Hall, an employee of Kushins, has just been named manager of the El Cerrito Plaza store, according to Kushins' headquarters.

Coming to El Cerrito from the Oakland store, Hall boasts six years as assistant manager of the Oakland store. He claims 10 years in the shoe business, is not married and is a native of North Carolina, from which he emigrated 10 years ago to the Bay Area.

Hall enjoys water skiing as his hobby.



—I-G photo  
JAN HOPPER

## Jan Hopper at McCurry's

Coming to El Cerrito Plaza from Hilltop Mall, Jan Hopper has replaced Lin Packard as manager of McCurry's Camera Shop.

Born in Palo Alto and raised in Sebastopol, Miss Hopper has been with McCurry's for the past year and one-half, coming to Hilltop Mall as manager after serving as assistant manager in the Redding McCurry's store.

An avid skier, she also enjoys photography, tennis, swimming and hiking. Living in Marin County, she is looking for a home in the El Cerrito/Albany area.



—I-G photo  
JOE FISHER

## Joe Fisher new manager

Joe L. Fisher, Sr. has been named manager of Smith's in El Cerrito Plaza, following the transfer of Jerry Amara, the Smith store's manager in Hayward.

Raised and educated in the clothing business with Roger's Men's and was co-owner of & Joe's Men's in Macdonald in Berkeley. He also was an entrepreneur in another clothing store prior to going with Smith's in 1975.

Prior to being named to El Cerrito Plaza, Fisher was promoted to district manager, coming from Cerrito Plaza in his associate manager position.



—I-G photo

**NEW OWNERS** — Nona Freeman, standing, and her husband, Byron, seated, are the new owners of Ms. Sandy's, one of the oldest restaurants in El Cerrito Plaza. The two have changed the menu and made extensive decorative changes in the popular coffee shop and dinner house.



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**COME IN  
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Folding Rocking Chair of  
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### Rocker Recliner

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Mr. SMITHS

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Regularly \$85, VESTED  
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Will be \$145, VESTED  
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WASHABLE WOOL LONG SLEEVE SHIRTS, GREAT PLAIDS, COMPARE AT \$19 .....	<b>13<sup>99</sup></b>
POLY-GABARDINE SETS: BLAZER, PANTS & VEST, COMPARE AT \$85 .....	<b>31<sup>97</sup></b>
RUGGED RAWHIDE SHIRT JACKETS REAL LEATHER, REG. \$75 .....	<b>\$49</b>
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SLIGHT CHARGE FOR ALTERATIONS ON ALL SALE-PRICED ITEMS

# Smiths

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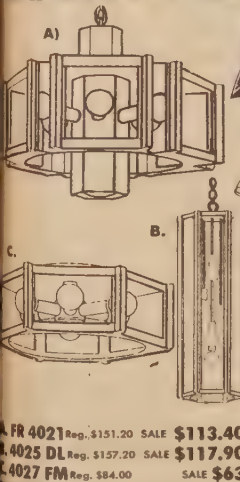


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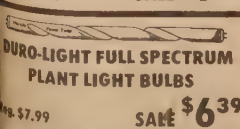
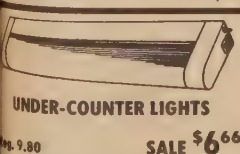
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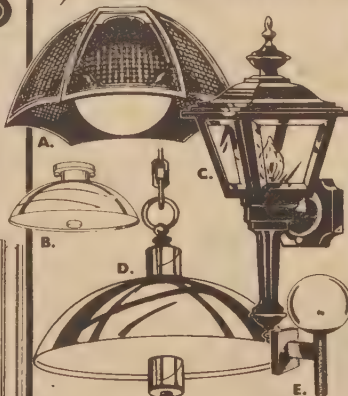
A. FR 4021 Reg. \$151.20 SALE **\$113.40**  
 B. DL 4025 Reg. \$157.20 SALE **\$117.90**  
 C. FM 4027 Reg. \$84.00 SALE **\$63**



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 Your Local Lighting & Wiring Center

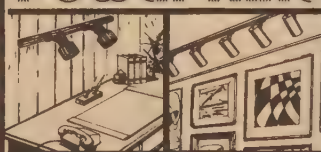
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## SUPER SPECIALS



A. T 3072 Reg. \$54 SALE **\$33.75**  
 B. T 2965 Reg. \$46.80 SALE **\$29.25**  
 C. T 6635 Reg. 21.48 SALE **\$13.42**  
 D. 1965 Reg. \$44.20 SALE **\$28.89**  
 E. T 6635 Reg. \$21.48 SALE **\$13.42**

## POWER-TRAC



**HALO POWER TRAC SUPER SALE 40% OFF**

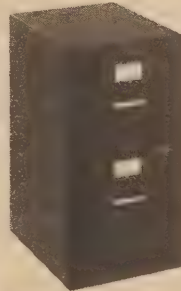
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Telephone 525-7504 or 235-1395



## LOOK AT THESE PRIZES!

Get your FREE, NO OBLIGATION tickets for these valuable prizes from any of the stores displaying the ROUND-UP SALE banner . . . Visit all the stores and deposit your tickets in each store . . . the more stores you visit, the better your chances of being a winner!

### 1st Prize--12 cu. ft. Freezer & Hindquarter of Beef

COURTESY BREUNERS — EL CERRITO CHAMBER OF COMMERCE  
— LUCKY STORES, INC.

### 2nd Prize--\$399.95 Floor Clock

COURTESY TRAVALINI FURNITURE

### 3rd Prize--19" Toro Guardian Lawn MOWER

COURTESY ADACHI FLORIST & NURSERY

#### PLUS

2 \$50 BUNDLES EL CERRITO PLAZA MONEY — 2 \$25 FOOD FARM FOOD CERTIFICATES — \$50 LAMP FROM KIEFER'S — 7¼" ROCKWELL CIRCULAR SAW FROM GRIFFIN LUMBER CO. — \$25 LIGHTING FIXTURE FROM EL CERRITO LIGHTING.



**The Glenn**

Custom Framing  
Gallery of Art

13461 San Pablo Avenue • El Cerrito, California 94530 • (415) 236-0186

## QUALITY

# SINGER

FLOOR MODEL & DEMONSTRATOR  
CLEARANCE--SAVINGS OF UP TO

**40% OFF REG. PRICE**

#### We're clearing the decks.

So you get the savings on fantastic Singer® sewing machine features like Flip & Sew™ two-way sewing surface that makes sleeves, collars and cuffs a snap to sew.

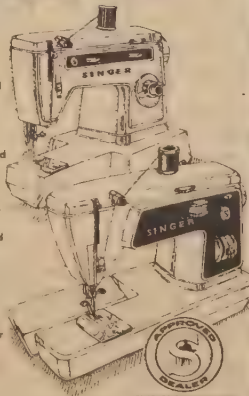
Built-in buttonholers that measure and sew buttonholes in one simple step.

Bobbins that just drop in and wind right in the machine.

Stretch stitches, every fashion and decorative stitch imaginable. And our exclusive speed basting.

Even a soft touch fabric feed for fabrics that need to be treated gently.

No matter what your sewing talent — beginner, intermediate or semi-pro — there's a machine on sale for you. All super buys — from our lightweight portables to our most sophisticated electronic machines.



APPROVED SINGER DEALER

**SEWING & VACUUM CENTER**  
**10291 SAN PABLO AVE.**  
ACROSS FROM HOME YARDAGE — EL CERRITO

527-4110

BUDGET TERMS & 90 DAYS SAME AS CASH

# COLOMBO'S

DELICATESSEN

10400 San Pablo Ave. (at Stockton) El Cerrito Phone 526-7777  
DELICIOUS SANDWICHES MADE TO GO OR EAT HERE AT OUR TABLES

## SOFT DRINKS

R.C. Cola  
Diet Rite Cola  
All Crush Flavors  
Barrelhead Root Beer

Canada Dry Giner Ale  
Lipton Iced Tea  
Tahitian Treat (Punch)  
Wink (Grapefruit)

5 in 12-oz. Can  
Your Choice

**99¢**

IMPORTED & DOMESTIC CHEESES AND MEATS • FINE BEERS & WINES  
BREAKFASTS • HOT AND COLD LUNCHES

## In the Right Places.

**CAROLYN JONES LOST  
23¾ LBS. & 29½ INCHES!**

"After two children, abdominal surgery and 20 years of alternately gorging and starving myself, I finally found the answer — Gloria Marshall.

My family cannot get over the improvement in me, not only physically but mentally. When you look your best it improves your whole outlook.

I look forward to my treatments. All of the girls are so pleasant and helpful it makes the time you spend there a pleasure!

Words cannot express how thrilled I am with the results. It's the best money I ever spent!"

**ISN'T IT TIME YOU CALLED**

*Gloria Marshall*

**CALL—GET STARTED Today!**

**RESULTS BEGIN THE MOMENT YOU DO!**

At Gloria Marshall's, a trained figure counselor will give you a complete figure analysis and help you set your weight losing goals. She will work with you, helping you firm and tone with the exclusive Gloria Marshall equipment that does the work for you. You'll be amazed how those extra pounds and inches will disappear, especially with a plan of nutritional guidance designed just for you! There are no shots, pills, starvation diets or disrobing. It takes so little time and effort, you might even come in on your lunch hour. So join the women who found slim, new lives—with Gloria Marshall!

*You have a friend who cares  
at Gloria Marshall!*

In our 13th  
year with  
130 locations.  
coast to coast



*Gloria Marshall*  
FIGURE SALONS

Open daily 9 to 9, Saturday 9 to 4

Charge  
with  
MASTER CHARGE  
BANKAMERICA  
AMERICAN EXPRESS

**215 EL CERRITO PLAZA**  
(on south side) Phone 527-7622



Have Fun, Win Prizes, Save Money at El Cerrito's Fall

# ROUND-UP SALE

Come, see Adachi's Pumpkin Patch -- see the scarecrows and pumpkins -- get in the mood for Halloween! Get the best pumpkins in town!

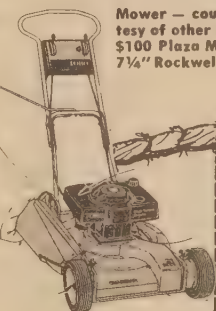
Prices start at

**49<sup>c</sup>** ea.

## WIN PRIZES . . .

### • 19 "Toro" Guardian Power Mower.

Mower -- courtesy of Adachi, plus these other prize gifts -- courtesy of other participating merchants • Freezer filled with Beef • \$100 Plaza Money • \$50 Lamp • Two \$25 Grocery Certificates • 7 1/4" Rockwell Circular Saw • \$25 Light Fixture.

MOWER SIMILAR  
TO ILLUSTRATION

### El Cerrito Fall Round-Up Sale

(PLEASE PRINT)

NAME \_\_\_\_\_

ADDRESS \_\_\_\_\_

CITY \_\_\_\_\_

PHONE \_\_\_\_\_

Clip and deposit in the container of any participating merchant.

• NO PURCHASE NECESSARY • WINNERS WILL BE NOTIFIED  
SPONSORED BY THE EL CERRITO CHAMBER OF COMMERCE

This sale at Adachi's El Cerrito and El Sobrante stores only.

## Bedding Plants

for Winter Color

Calendulas and Vilas for your garden  
Regular Pack  
of 6 -- \$1.09PACK OF 6 FOR **79<sup>c</sup>**

## Boston Fern

6-inch size 10-inch size

**3<sup>99</sup> 7<sup>99</sup>**

## Fuschias

Many colors.  
Healthy, in  
4 inch pots**79<sup>c</sup>** ea.**WELCOME  
FALL**

## Blooming Chrysanthemum Plants

The Fall  
Favorite  
In 4 inch pots**99<sup>c</sup>** ea.

## Spring Flowering Bulbs

### Tulip Bulbs

Reg. 25c ea.

SPEC. **19<sup>c</sup>** ea.

### King Alfred Daffodills

Reg. 39c ea.

SPEC. **29<sup>c</sup>** ea.

### Hyacinth Bulbs

Reg. 69c ea.

SPEC. **49<sup>c</sup>** ea.

### ADACHI COUPON

**FREE!**

6 Ranunculus Bulbs

With This Coupon • A 79<sup>c</sup> Value!**SPECIAL BONUS OFFER!**

16 LARGE RANUNCULUS BULBS FOR ONLY \$1

**\$2.09 Value**

LIMITED TIME OFFER!

## Vegetable Plants

- Broccoli • Brussel Sprouts
- Cabbage • Celery
- Swiss Chard • Lettuce

Regular 6 for \$1.09

SPECIAL

**6 79<sup>c</sup>** for

**Adachi**  
FLORIST and NURSERY

HOURS BOTH STORES:  
DAILY 9 A.M. to 5:30 P.M.  
SUNDAY 10 A.M. to 4 P.M.

El Sobrante • 5166 Sobrante Ave. • Phone 223-6711  
El Cerrito • 11939 San Pablo Ave. • Phone 235-4666





Now  
Open . . .

## House of Butterflies Stamp Locator

- Butterflies & Exotic Insects
- Mineral Specimens, Crystals
- Jade, Mini-Animals, Seashells

- Stamps & Supplies
- Coins and Supplies
- Information and Displays

526-0141

510 EL CERRITO PLAZA

EL CERRITO Hours: Mon.-Sat. 10-6

526-0339

FLORA'S  
GIFTS

Round-Up  
Special

FLORA'S  
GIFTS

Fleur-de-Lis

BATH PILLOWS

Reg. \$5 SALE \$2.99

CHECK OUR NEW STOCK OF GIFTS!

Many other items on sale at reduced prices!



175 El Cerrito Plaza

in Jacuzzi Showroom

527-5220

★ EVERYBODY SAVES "WHERE EVERYBODY SAVES" ★ LONGS DRUGS "WHERE EVERYBODY SAVES" ★ LONGS DRUGS "WHERE EVERYBODY SAVES" ★



**TIDE**  
LAUNDRY  
DETERGENT  
10 LB. 11 OZ.

LOW  
SALE  
PRICE

**\$3.99**



**DOVE**  
LIQUID  
DETERGENT  
22-OZ. BOTTLE

SAVE  
AT  
LONGS

**63¢**



**LAVORIS**  
MOUTHWASH  
22-OZ. SIZE

SAVE  
AT  
LONGS

**\$1.19**



**GLORY**  
RUG CLEANER  
24-OUNCE SPRAY

**\$1.50**

Longs Drugs

40's  
SANITARY  
NAPKINS



**\$1.79**



LOW PRICE

**ST. JOSEPH**  
ASPIRIN FOR CHILDREN

36's

**33¢**

STORE

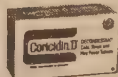
DAILY 9:30-9:30

**EL CERRITO**  
EL CERRITO PLAZA

Store Phone 524-6886 • RX Phone 524-5896

APPLI  
Store Phone

**CORCIDIN 'D'**  
COLD, SINUS and  
HAY FEVER TABLETS



BOX OF 25

LONG'S LOW  
SALE PRICE

**\$1**



ONE GALLON SIZE  
DRINKING  
WATER

SALE  
PRICE

**44¢**



**HERSHEY'S**  
MINIATURES

TRICK  
TREAT  
TIME

9-OZ.  
BAG

**8**



**JERGENS**  
LOTION  
FOR SOFT SKIN  
15-OZ. BOTTLE

**\$1.39**



**GLEEM**  
TOOTHPASTE

7-OUNCE TUBE

FAMILY  
SIZE

**96¢**



**VICKS**  
FORMULA 44-D  
COUGH  
SYRUP

3-OUNCE

**\$1.29**

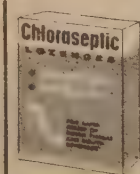


**GERBER'S**  
DISPOSABLE NURSING BAGS

BOX OF 100

LOW PRICE

**1.29**



**CHLORASEPTIC**  
LOZENGES

FOR MINOR  
SORE THROAT  
PAIN  
BOX OF 18

**77**

★ LONGS DRUGS "WHERE EVERYBODY SAVES" ★ LONGS DRUGS "WHERE EVERYBODY SAVES" ★ LONGS DRUGS "WHERE EVERYBODY SAVES" ★



# ROUND-UP SALE

SAVE UP TO **50%**

ON NATIONALLY KNOWN SPORTSWEAR

- Jantzen
- Koret
- Vera
- Acting Up

**CAROLE'S**

EL CERRITO PLAZA • 525-0530

NOW THRU CHRISTMAS  
**JAMAICAN BLUE MOUNTAIN**  
WORLD'S BEST COFFEE  
FROM THE WALLENSFORD ESTATE

**BETTY'S**

SINCE 1963

COFFEES - TEAS - GIFTS

580 El Cerrito Plaza

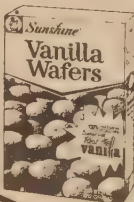
525-8008

EVERYBODY SAVES! ★ LONGS DRUGS "WHERE EVERYBODY SAVES" ★ LONGS DRUGS "WHERE EVERYBODY SAVES" ★ LONGS DRUGS "WHERE EVERYBODY SAVES" ★

**KERI**  
**LOTION**  
FOR DRY SKIN CARE

**\$1.69**

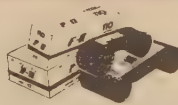
**SUNSHINE**



**VANILLA**  
**WAFERS**  
11-OUNCE  
BOX

SAVE

**47¢**



**FUJICOLOR F-11**  
110 OR 126 COLOR

**PRINT**  
**FILM**  
12 EXPOSURE ROLL

**88¢**



**NABISCO**  
**CHIPS AHOY**

OR COCONUT  
CHOC. CHIP  
COOKIES  
14 1/2-OZ.

**77¢**

**Longs**

HOURS

SUNDAY 10:00-7:00

1-800-758-0880

**SAN PABLO**

EL PORTAL SHOPPING CENTER  
Store Phone 232-6373 • RX Phone 232 7960

**COLORTEX**  
**NAPKINS**



PACKAGE  
OF 300

**79¢**



**CHIFFON**  
**TOILET TISSUE**

2-ROLL  
PACK

**39¢**

**ALPHA**  
**KERI**

BAR SOAP  
FOR DRY  
SKIN CARE

4-OUNCE BAR

**99¢**



**KAL-KAN**  
**CAT FOOD**

SEVERAL VARIETIES  
TO CHOOSE FROM

6.5 OUNCE CAN

**5 \$1**  
FOR



**SYLVANIA**  
**FLIP FLASH**

LONG'S LOW  
SALE PRICE

**\$1.29**

**PLASTIC HANGERS**

#N5000  
SET OF 6

**88¢**



**ORCHID**

5-OZ. SLICED WATER CHESTNUTS  
OR  
5-OZ. SLICED BAMBOO SHOOTS

LOW  
SALE  
PRICE

YOUR  
CHOICE

**3 \$1**  
FOR

**ULTRA BAN**  
**ROLL-ON DEODORANT**

1.5-OUNCE  
PACKAGE

**79¢**

SAVE-SAVE-SAVE

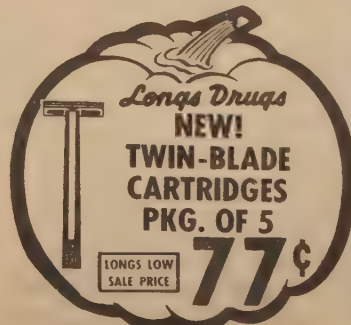


**GOLDEN GRAIN**  
**WILD RICE-A-RONI**

5 1/2-OUNCE  
PACKAGE

SALE PRICE

**59¢**



**Longs Drugs**  
**NEW!**  
**TWIN-BLADE**  
**CARTRIDGES**  
PKG. OF 5

LONGS LOW  
SALE PRICE

**77¢**

EVERYBODY SAVES! ★ LONGS DRUGS "WHERE EVERYBODY SAVES" ★ LONGS DRUGS "WHERE EVERYBODY SAVES" ★ LONGS DRUGS "WHERE EVERYBODY SAVES" ★

LONGS DRUGS WHERE EVERYBODY SAVES ★ LONGS DRUGS WHERE EVERYBODY SAVES ★



## 9 happy winners in Plaza drawing

There will be nine happy people next week when the results of the drawing for the El Cerrito Chamber of Commerce's Round-Up Sale is announced.

The top prize for the three day sales event is a 12-cubic-foot freezer and a hind-quarter of U.S.D.A. choice grade beef. The freezer is through the courtesy of Breuner's and the El Cerrito Chamber of Commerce while the beef is through the courtesy of Lucky Stores in El Cerrito Plaza.

The array of prizes amounts to some hundreds of dollars, according to Del Wisenor, manager of the Chamber. He said Adachi Florist & Nursery is donating a 19 inch Toro Guardian lawn mower while the El Cerrito Plaza Merchants association is giving two \$50 bundles of El Cerrito Plaza money. Travalini's is giving a \$399.95 floor clock, and Kiefer Furniture a \$50 lamp. From Food Farm comes two \$25 grocery orders while a \$25 light fixture is the gift from El Cerrito Lighting. For the handyman, Griffin Lumber Co., has donated a 7 1/4 inch Rockwell Circular saw.

Tickets for the drawing for the prizes are available in all the cooperating stores and shops and a receptacle has been provided for the deposit of the stubs. Winners will be notified by the El Cerrito Chamber of Commerce and must go to the individual store to claim the prize, according to Wisenor.

## Roos Atkins ROUNDUP SALE

EL CERRITO PLAZA

Thursday,  
Friday, Saturday,  
Oct. 27-28-29

- MEN'S SPORTSHIRTS, assorted 100% cotton plaids in long sleeve styles..... **7.99**
- MEN'S CREWNECK SWEATERS, assorted long sleeve, solid colors..... **12.99**
- MEN'S SWEATERS, assorted V-neck styles and cardigans, choice of colors..... **14.99**
- MEN'S KNIT SPORTSHIRTS, short sleeve, assorted..... **5.99**
- MEN'S DESIGNER SPORTSHIRTS, as-assorted prints..... **8.99**
- MEN'S CASUAL SLACKS, polyester and some polyester/cotton blend, solid colors, sizes 32-38..... **8.99**
- MISSES' COORDINATES, orig. \$21-\$52 famous maker group includes skirts, blazers, pants, shirts and T-shirts in vanilla, chocolate, strawberry..... **9.88-25.88**
- MISSES' SWEATERS, orig. \$17-\$23. Assorted cowls, cardigans and vests, sizes S-M-L..... **8.88-10.88**
- MISSES' 3-PC. PANTSUITS, were 47.99..... **31.97**

3RD FLOOR

ALL SALES FINAL

ROOS ATKINS • EL CERRITO PLAZA

## SHOP AT EL CERRITO STORE

## Save up to \$580 on a grandfather clock during Travalini's stock reduction sale



You will never again save like this on these quality Ridgeway grandfather clocks . . . may we suggest early selection?

A. TOURAINE . . . SAVE \$300 . . . Re-Order Price \$899	SALE PRICE \$599
B. DIANA . . . SAVE \$200 . . . Re-Order Price \$749	SALE PRICE \$549
C. TUSCANY . . . SAVE \$580 . . . Re-Order Price \$1279	SALE PRICE \$699
D. SARAH PAYNE . . . SAVE \$200 . . . Re-Order Price \$749	SALE PRICE \$549
E. GRANADA . . . SAVE \$220 . . . Re-Order Price \$569	SALE PRICE \$349
F. LADY NORFOLK . . . SAVE \$220 . . . Re-Order Price \$569	SALE PRICE \$349
G. CLASSIQUE . . . SAVE \$400 . . . Re-Order Price \$999	SALE PRICE \$599

## Travalini's

EL CERRITO 10065 San Pablo Ave. Ph. 286-1135 (Central Ave. Turnoff, 1.80)  
SAN PABLO 14300 San Pablo Ave. Ph. 234-8821 (El Portal Turnoff, 1.80)  
PLEASANT HILL 305 Contra Costa Blvd. Ph. 687-1300  
(Guard Ave. Turnoff, 1.680) (10 min. 20)

### STORE HOURS:

Monday—12:30 PM/Thursday-Friday—9 AM-9 PM  
All other days—9 AM-5:30 PM/Closed Sunday

- Travalini's Club
- BankAmericard
- Master Charge



## Muckraker claims novel is real-life Washington

SAN FRANCISCO (AP) — Muckraker Les Whitten is the hero of his own racy new novel, "Conflict of Interest," based on globs of mud he's dug up during almost 20 years in the Washington press corps.

"Everything in there is based on something that really happened," said Whitten, 49, a reporter who shares bylines with his boss of eight years, columnist Jack Anderson.

The book is chock full of dirty deeds and disreputable people. In "Conflict of Interest" the reader finds:

—The Speaker of the House a hopeless drunk, trying to patch up a collapsing

political career and failing marriage.

—His lovely wife, Betty, entangled in an amorous affair with Aubrey Warder, the Whitten-like reporter out to dethrone her husband.

—The President, involved in an illegal fund deal and struggling drunkenly to seduce Betty while being double-crossed by the Speaker.

Whitten says the novel has prompted a who's who game in Washington. But true to his trade, he won't reveal the sources for any of his sordid characters except one — himself.

"The book is my life condensed into two years," he

said in an interview here.

The shady deals, the shoddy morals of politicians, the journalistic

shenanigans used by Warder — all based on experiences Whitten claims he has had.



**EL CERRITO STATION  
RESTAURANT**  
BANQUET FACILITIES FOR 10-100

**COCKTAILS  
FASHION SHOW  
AT WEDNESDAY  
LUNCHES**

**DO IT YOURSELF  
SALAD BAR**

Lunches from \$2.65  
dinners from \$4.95 include  
SOUP-SALAD-WINE  
ALL YOU WANT!

**EL CERRITO PLAZA SHOPPING CENTER**



**SUPER BURRITOS OF ALL KINDS — TAMALES, CHILE VERDE (PORK), CHILE COLORADO (BEEF), CHICKEN, BEEF AND CHEESE TACOS & ENCHILADAS, TOSTADAS, HUEVOS RANCHEROS (ANY TIME), CHILE RELENOS & COMBINATION PLATES, CORN & FLOWER TORTILLAS, SPICES, BEEF & CAN GOODS IMPORTED FROM MEXICO. FREE PARKING (AT NORTH END OF BUILDING).**

**OPEN DAILY 10-7 P.M. (EXCEPT SUNDAY)  
11271 SAN PABLO AVE., EL CERRITO 933-5482**

**FOOD TO EAT IN OR TAKE OUT**

10221 EL CERRITO PLAZA, EL CERRITO, CA 94530 F.O.B. 105 TR 41521-1982

**Capwell's**  
TIRE AND SERVICE CENTER

## BIAS PLY PACKAGE SALE

**NOW THRU SAT.  
OCT. 29**



### Package includes:

- 4 New Falcon Regency 30 bias ply blackwall tires
- 4 Precision wheel balances
- 4 New tire valves
- 4 Tires expertly mounted

ANY SIZE BLACKWALLS LISTED

**4 \$89**  
for

825 15 825 14 775 14 735 14 650 13 600 13

Plus F.E.T. 1.47 2.09

WHITWALLS \$3 MORE PER TIRE

## YOUR CHOICE SERVICE

1. Expert brake retine... in stall new 4 wheel brake lining, check brake fluid; adjust brakes, inspect wheel cylinders, hoses. Road test.

2. Disc brake retine... in stall disc brake pads 2 front wheels; check brake fluid; adjust brakes; inspect rotor, caliper, hoses. Road test.



**\$39**

Most Am. cars

**HOURS:** Oakland Mon., Thurs., Fri. 8:30-7; Tues., Wed., Sat. 8:30-5:30; closed Sunday. Suburbs Mon.-Fri. 8:30-7; Sat. 8:30-5:30; closed Sunday.

**OAKLAND:** 1901 Telegraph, 832-1111  
**WALNUT CREEK:** 1400 Nowell, 935-1117  
**HAYWARD:** 1155 Hazel, 582-1111  
**EL CERRITO:** 15 El Cerrito Plaza, 526-1117

# SAVE \$250 ON THIS RUGGED, GOOD LOOKING BEDROOM SET ...

6-pc. group includes 3-drawer bachelor chest, 49" double dresser, mirror, corner table, student desk with hutch top.



**SALE \$537\***

\*other combinations available at comparable savings.

All the exterior surfaces are covered with high pressure plastic laminates bonded to solid cores... excellent protection against the normal scuffing and hard use and abuse where active living is the life style. The tops, sides and shelves are warm wormy chestnut while the drawer fronts and headboard panels are of a rich contrasting butcher block pattern. The ultimate in drawer construction is our seamless, easily cleanable molded Hi-Impact Styrene drawer. It won't swell, crack or stick and glides effortlessly on its center guide. All these advantages and guaranteed for five years!

**Travalini's**

EL CERRITO 10065 San Pablo Ave.

(Central Ave. Turnoff, I 80)

Ph. 526 1135

SAN PABLO 14400 San Pablo Ave.

(El Portal Turnoff, I 80)

Ph. 234-8921

PLEASANT HILL 505 Contra Costa Blvd.

(Concord Ave. Turnoff, I 680)

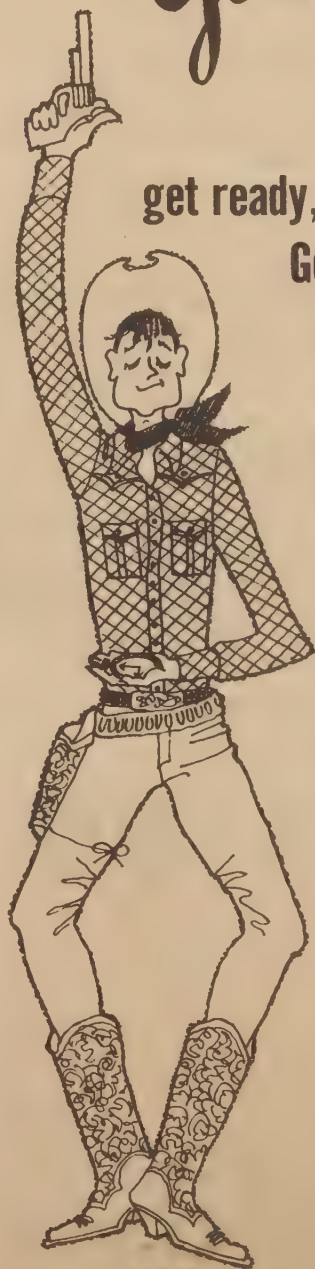
Ph. 687-1400

**STORE HOURS: Monday — 12:5:30 PM/Thursday-Friday — 9 AM-9PM**

**All other days — 9 AM-5:30 PM/Closed Sunday**



# Goldman's



get ready, get set, go to

Goldman's big,  
fall-fashion

ROUND-UP

SALE

20%

to

50%

off regular  
prices

- DRESSES
- COATS
- SWEATERS
- BLOUSES
- SKIRTS
- PANTS
- LINGERIE
- ACCESSORIES

EL CERRITO PLAZA ONLY

USE YOUR GOLDMAN'S CHARGE, BANKAMERICARD OR MASTERCHARGE

## Woolworth

Satisfaction Guaranteed • Replacement or Money Refunded

EL CERRITO PLAZA STORE ONLY!

DELUXE

Coffee Magic™

1988

Reg. 36.88

Now save \$17.00 on the Proctor Silex Coffee Magic. Deluxe features as illustrated.

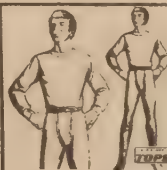


Full-lined  
hooded  
sweatshirt



7<sup>97</sup>

Wear it anytime, anywhere! Zip front with fleece lining. Cotton/polyester. In navy, red or green.



Men's Tops All  
thermal underwear

3<sup>29</sup>

Warm as toast thermal cotton shirts or shorts for men. Machine wash. Ecru shade. Sizes S-M-L-XL.



100% Orlon acrylic  
hockey hats

1<sup>00</sup> 9<sup>99</sup>

Men's and boy's 100% acrylic hockey hats. For murrerowed crown. Solid.



Super selections  
of knitting yarn

ALUMINUM  
TV

1<sup>76</sup>  
skein

Knit up a storm with 8-oz. frosted yarns. 50% Acrilan® acrylic, 50% nylon. Choice of regular or earth-tone colors. Buy now and save!



Acrylic knit hat  
and scarf set

4<sup>99</sup>

Stylish acrylic cuff hats. Matching 6' long scarfs. Hand washable. Select from high fashion colors.



Ladies  
vinyl gloves  
driving gloves

2<sup>89</sup>

Great driving and glove. Soft, pliable, colorfast, machine washable. Size fits all.

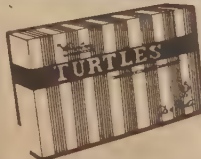
### DOORBUSTER SPECIALS



40-pc. crystal  
beverage set

14<sup>99</sup>

Lovely Rockport crystal pattern set includes 8 each: juice, 7 rocks, beverage, iced tea, sherbet glasses.



Delicious DeMets  
chocolate turtles

2<sup>97</sup>

12-oz. box

The one and only Demet's turtles, a wonderful confection of chocolate, caramel, pecans. 12-oz. box.



Self-stick  
photo album

2<sup>77</sup>

Scenic cover. 11x14. 100 photos. 11x14x10 1/2 inches.

VISA



WOOLWORTH EL CERRITO ONLY!  
420 EL CERRITO PLAZA

HOURS: Mon.-Fri. 9:30-9:00; Sat. 9:30-6:00; Sun. 11:00-5:00



# FALL FABRIC SALE

## PRINTED FLANNEL

A variety of colors and prints. Not intended for use in children's sleepwear or robes sizes 14 and under. Machine wash, tumble dry. 100% cotton, 36" wide.

**97¢** YARDS

## EXTRA VALUE CORDUROY

RICH TONES FOR FALL. Great for suits, jackets and jumpers. Cotton / polyester blends. Machine wash, tumble dry. 44" wide. TREMENDOUS SAVINGS!!!

**\$1.66** YARDS

## FALL FASHION

### DOUBLE KNITS

GREAT SELECTION OF FALL COLORS

CREPE & PONTE STITCH 100% Celanese FORTREL® Polyester. Machine wash, tumble dry. 60" wide. REGULARLY \$1.99 A YARD. SAVE 25%.

**2 \$3** YARDS

## UNBLEACHED MUSLIN

Hundred of uses. 100% cotton. 38" wide. SUPER SAVINGS!!!

**3 \$1** YARDS

## FELT SQUARES

9"x12" squares for holiday decorating. Great for ornaments and crafts. Many colors including holiday red & green. REGULARLY 19¢ EACH

**8 \$1** SQUARES



**HOUSE of FABRICS**  
always first quality fabrics

**560 EL CERRITO PLAZA**

OPEN DAILY 9:30 to 9:00  
SAT. 9:30-5:30; SUN. 12-5

**jerri B**

fashion for large sizes

## velvety soft CORDUROY

designed for fall . . .  
with the  
spectator in mind . . .

a hooded pull-on  
blouson with a  
draw-string waist . . .  
accented  
with poplin sides.

zip front pant  
with elastic back . . .  
RUST OR CAMEL

PARKA  
38 to 46 . . . **28.**

PANT  
30 to 40  
**24.**



OPEN SUNDAYS

**EL CERRITO PLAZA  
HILLTOP MALL**

Jerri B Chg . . . Master Charge . . . BankAmericard

*People in Love  
Love  
Davidson & Licht*

A precious bridal set from Davidson & Licht says  
"I will love you always." Crafted from the finest  
diamonds and 14K gold they symbolize your love and  
foresight because their value will grow year after year.



from \$400



(Illustrations slightly enlarged to show detail.)

Davidson & Licht Charge Account • BankAmericard • Master Charge

LOVING INVESTMENTS™

*Davidson & Licht*

JEWELERS FOR OVER 50 YEARS • GEMOLOGIST APPRAISER

**400 EL CERRITO PLAZA**

Open Mon., Thurs., Fri. 9:30 to 9:00  
Tues., Wed., Sat. 9:30 to 5:30

ALL SALESMEN ARE EXPERIENCED NURSERYMEN

**Your spring  
garden  
starts now.**

Don't miss Spring this Fall.  
It's planting time for tulips,  
hyacinths, daffodils, and other bulbs.  
Imported from Holland.



## CROCUS

Mixed or  
Separate Color  
12 BULBS . . .

**\$1.29**

## Daffodils

15 Bulbs

**\$3.49**

## CYCLAMEN

Now in Bloom

**\$1.49** each

## PLANT VEGETABLES NOW!

Cabbage, Broccoli, Cauliflower,  
Brussel Sprouts, Collards,  
Onion Sets, Lettuce

**LIVE EARTH PLANTING SOIL 1-1/2 CU. FT. \$2.99**  
SPECIALS GOOD OCT. 27 - 28 - 29 & 30



10534  
San Pablo  
Ave.  
El Cerrito

Phone  
**525-  
5357**





**NEW MEMBER** — That new face at Steven's Jewelers, left, is Larry, the son of the owners, Agnes and Pinky Stevens. Born in Oakland and a graduate of the Oakland School system and attended Merritt College in the jewelry business for the past six years, Larry came to Steven's from a Daly City jewelry concern. During his school years, he played football for both his high school and for Merritt. He lists his hobby as photography.



**Now Open . . .**  
A new bookstore just for you!

- Science Fiction
  - Mystery
  - Best Sellers
  - Non Fiction
- Extra Attention to Special Orders

**BROWSERS WELCOME**

7502 Fairmount Ave., El Cerrito, 526-8356

## We Thank You . . .

None and Byrnes Freeman wish to thank all of you for the wonderful reception you have given us . . . we shall strive to bring you the same cleanliness, special and fine food for years to come.

**SERVING BREAKFAST, LUNCH, DINNER  
7 DAYS A WEEK**  
Special Prices for Senior Citizens

## Ms Sandy's

150 EL CERRITO PLAZA  
(Next to Longs Drugs)

## Learn to Prepare Income Taxes

- Like to meet the public?
- Want to earn extra money?
- Work accurately with figures?

Enroll in the H & R Block Income Tax Course beginning soon in your area and learn to prepare income taxes for yourself your friends and as a source of income.

Job interviews available for best students. Send for information and class schedules today.

**CLASSES BEGIN OCTOBER 31**

## H&R BLOCK

contact the office nearest you

10285 San Pablo Ave., 526-3875  
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Please send me free information about your tax preparation course. I understand there is no obligation.

Name \_\_\_\_\_  
Address \_\_\_\_\_  
City \_\_\_\_\_ State \_\_\_\_\_ Phone \_\_\_\_\_

CLIP AND MAIL TODAY

## Ancient Czech burial ground

**PRAGUE**, Czechoslovakia (AP) — A burial ground some 3,600 years old was discovered recently near Znojmo on the Czechoslovakia Austria border, according to the news agency (TK).

Among the objects dug up in the area were ear rings, awls and other bronze-age relics, the agency said.

## CHINESE DELICACIES

American Food Too!

- LUNCHES
- DINNERS
- PARTIES

### Special "Round Up" LUNCH

- Sides at 10¢ each
- Flare Sweet Corn
- Buttered Potatoes
- Tomato Soup Salad
- Pork Fried Rice
- Tea and Candy

\$3.50

- Cocktail Lounge
- Banquets
- Catering
- Take-Out

## VIOLET'S GOLDEN PACIFIC

10140 San Pablo Ave.  
El Cerrito

Ph. 524-7851 or 525-9873

(Closed Mondays, Open Holidays)

Patronize your local merchant

# Gallenkamp cuts prices

Women's and children's shoes

**2<sup>97</sup> to 6<sup>97</sup>**

Men's shoes

**9<sup>97</sup> to 12<sup>97</sup>**

- Savings for every member of the family
- All new merchandise from our regular stock
- Not all sizes in all styles

## Gallenkamp shoes

keep America on its feet

**EL CERRITO PLAZA ONLY!**

410 EL CERRITO PLAZA

EL CERRITO

# BIG CLEARANCE

OVER 5000 ITEMS TO CLEAR!

Just about Everything for the House (Usual & Unusual)

**BRING THIS AD WITH YOU**

FOR AN EXTRA **5%** DISCOUNT ON ANY PURCHASE THIS WEEK

## DON'T MISS THIS!

- ★ COMPLETE LIVING, DINING AND BEDROOM SUITES
- ★ SOFAS & LOVESEATS
- ★ DECORATOR LAMPS
- ★ ARMOIRES & COMMODES
- ★ SECTIONALS—BUNK BEDS
- ★ CHESTS OF DRAWERS
- ★ CHINAS & HUTCHES
- ★ MATTRESSES & BOXES—KING, QUEEN, DOUBLE, TWIN

## FAMOUS BRANDS!

- ★ RECLINERS & ROCKERS
- ★ OCCASIONAL TABLES
- ★ SOFA—SLEEPERS
- ★ CHAIRS & OTTOMANS
- ★ PICTURES—MIRRORS
- ★ DINETTE SETS
- ★ SWAG LAMPS
- ★ DECORATOR ACCESSORIES

Some items slightly damaged in shipping

Near the RICHMOND CIVIC CENTER

Just North of CUTTING

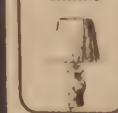
500 ROLLS



**CARPET AS LOW AS \$1.49**

SO. TB. RICHMOND ONLY 350 CARSON BLVD

200 LAMPS



EL CERRITO STORE

**TRADEWAY**  
10060 SAN PABLO AVE.

10060 San Pablo Ave., El Cerrito  
OPEN MON-FRI. 9-4; SAT. 9-5:30;  
SUN. 12-5

Phone 529-2363

350 Carson Blvd.  
OPEN MON-SAT. 10-5:30;  
SUN. 12-5



## Forest land restoration

EUREKA (AP) — The Brown administration is studying a plan to restore more than four million acres of underproductive forest lands, an official says.

Huey Johnson, Gov. Edmund Brown Jr.'s Resources Agency secretary, told the Senate Committee on Natural Resources and Wildlife Thursday that thousands of jobs would be created by a reforestation project.

"The 175,000 acres of forest lands that were burned in wildfires this year would be an excellent place to start," Johnson said.

## Entertainment at the Plaza

El Cerrito Plaza is to be the center of a continuous round of entertainment this weekend.

Friday, the Homecoming Parade for El Cerrito High School is to form in the parking lot near Stevens Jewelers and proceed down Fairmount to San Pablo, right on San Pablo; thence to Central, up Central to Ashbury and north on Ashbury to the high school proper. The parade will start at 2 p.m.

Each class has been asked to participate in the parade. At the conclusion of the parade at the high school, the floats will be featured at half time ceremonies of the El Cerrito-Richmond football game.

All riding and marching groups are invited to participate, according to Carl B. Mayers, administrative vice-principal of El Cerrito High

School. He may be reached for further information at 524-0234.

On Saturday, The Plaza will be the locale for Mike Furneaux, a British mime artist. He is to present a traditional English street pantomime in the mall of the Plaza at one and two o'clock. Direct from Harrogate, England, Festival of Arts, Furneaux is well known in the British Isles as Chesko the Clown. He is a renowned street clown in England and has quite a reputation for both clowning and mimicry.

The final event of the day will be an appearance of Art Francis and his Aichemy Trio, an instrumental group that is to be one of the features of Berkeley's College Avenue Street Faire Extraordinaire on Sunday. The groups original blend of classic and popular music, it is said, is quite entertaining.



—I-G photo

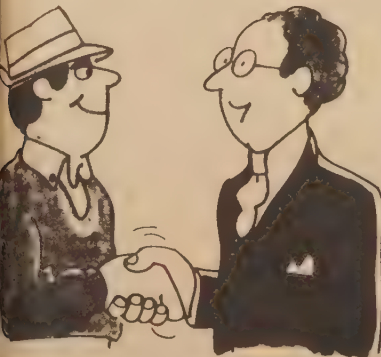
STEVE BECKER  
manager at Roos/Atkins

## Patronize your local merchants



165 El Cerrito Plaza

525-6100



Try  
our personal  
Personal Loan

The Mechanics Bank  
Closer to home  
EL CERRITO PLAZA

## GENE'S



LOCATED IN  
FOOD FARM  
10700 SAN PABLO  
EL CERRITO  
Phone 526-8111  
OPEN 7 DAYS  
Good Thru Oct. 27-28-29

FRESH BAKED BREAD  
from our oven Wednesdays and Sundays

Fire Beef!  
Exotic  
Delicious

Ask for free sample  
just for taste.

CLUB  
CHEDDAR  
CHEESE

98¢  
lb.

PIZZA  
OTTAVIO'S FAMOUS  
LARGE PEPPERONI ..\$1.99  
LARGE CHEESE ..99¢  
LARGE COMBO. ..\$2.89

WE DO IT THE BEST  
Party Trays  
& Dishes

Meat & Cheese Trays  
6-ft long Sandwich  
Spaghetti & Meat Balls  
Ravioli's, Lasagna  
Enchiladas, Salads  
& Many More

BEEF  
PASTRAMI \$1.59  
lb.

BAR-B-QUE  
CHICKEN  
With This  
Coupon 25¢ OFF

TURKEY  
WIENERS,  
BOLOGNAS  
or SALAME 89¢  
lb.

ALITA SPAGHETTI  
5-lb. Box  
With This  
Coupon 50¢ off

ITALIAN  
DRY SALAME  
By the piece  
Milan, Molinari, or Ito Cariani  
\$1.98  
lb.

DRY COD FISH  
2.19  
lb.  
OTTAVIO'S FAMOUS  
MINSTRONE SOUP  
Genovese Style  
15 oz. Can 2 for 89¢

Cheeses from  
France  
Super Brie  
60% Double Cream lb. \$2.99  
Chevnetti  
Garlic ea. \$1.55  
Julian  
Pistachio,  
Walnut or Almond ea. \$1.49

## Just a Few of Ottavio's GOURMET ITEMS

Anchovies  
Capers  
Simmenthal Tripe  
Spinach Noodles  
Wild Rice  
Quail Eggs  
Espresso Coffee  
Okra Pickles  
Herbs & Spices  
Clam Sauce  
Clausen Pickles  
Westphalian Ham

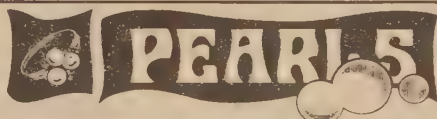
Fillo Strudel Leaves  
Lebanon Bologna  
Pine Nuts  
Dry Mushrooms  
Jordan Almonds  
Fresh Halvah  
Coconut Syrup  
Dry Horse Beans  
Pesto Genovese  
Hawaiian Drinks  
Brandy Cakes  
Almond Cakes

Pita Bread  
Minced Meat  
Lupini Beans  
Herring  
Rum Sauce  
Brandy Sauce  
Caviar  
Truffles  
Falafeli Mix  
Chutney  
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SANDWICHES  
MADE TO YOUR ORDER  
YOU CAN HAVE  
DIFFERENT  
SANDWICHES  
EVERYDAY



# FREE FREEZER & HINDQUARTER OF BEEF PLUS 8 OTHER VALUABLE FREE PRIZES! GET YOUR FREE, NO OBLIGATION TICKETS AT STORES DISPLAYING ROUND-UP SALE POSTERS!



## Save up to 25%

For a limited time we will discount all our beautiful cultured pearl jewelry at extraordinary prices . . .

ALL QUANTITIES LIMITED



### RINGS

in white and yellow gold

starting at

Regular price 19.95 to 350.00 **\$14<sup>95</sup>**



### EARRINGS

in 14K gold for pierced ears

clip on styles, too! from

**\$12<sup>00</sup>**



### PINS & BROOCHES

lovely selection in 14K gold . . .

some with diamonds

## LARRY'S JEWELERS

KEVIN AND MARION SCHIMKE

10572 SAN PABLO AVE.

JAY VEE CENTER

234-6528

## Introducing funny-looking, great tasting McDonald's Hash Browns.

**COUPON**  
Bring this coupon in  
Oct. 27 thru Nov. 6  
and get your

**FREE ORDER  
OF  
HASH BROWNS**

with the purchase  
of any breakfast  
entree  
Between  
7 a.m. & 10:30 a.m.

Redemption of this coupon is restricted and  
only to the individual participating in McDonald's  
offer.



11821 San Pablo Ave.

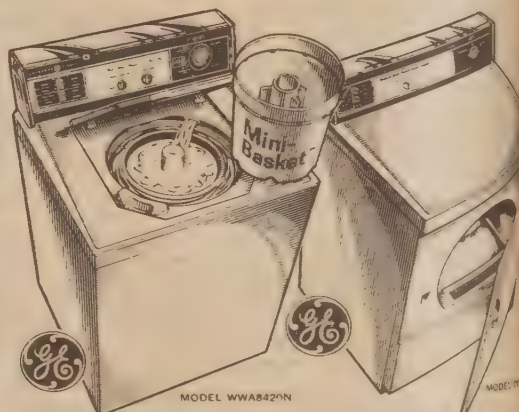
between Cutting &  
Macdonald, El Cerrito



McDonald's Hash Browns are made from real slices of real potatoes. Just like old-fashioned hash browns. But unlike old-fashioned hash browns, ours are deep fried, McDonald's style. To Cook up crispy and golden on the outside. Tender on the inside. (Just like our world famous fries.)

## ROUND UP SALE SPECIALS

### SAVE \$60 ON THE PAIR!



### MULTI-SIZE, LARGE CAPACITY WASHER

• Filter-Flo® system traps lint • Four cycles including Permanent Press

### QUALITY-BUILT AUTOMATIC DRYER

• Four drying selections: Moisture Sensitive, Permanent Press, Dehydrate and No-Heat Fluff • Five cycle selections • Automatic sensor control with signal

Regular Price \$349.95  
LESS SALE DISCOUNT **\$30<sup>00</sup>**

**YOU PAY \$319<sup>95</sup>**

Regular Price \$249.95  
LESS SALE DISCOUNT **\$30<sup>00</sup>**

**YOU PAY \$219<sup>95</sup>**

CHARGE IT WITH YOUR BANKAMERICARD OR MASTER CHARGE



MAJOR BRANDS • SALES • SERVICE • PARTS

Now Two Stores To Serve You!

SAN PABLO 2846 EL PORTAL DRIVE  
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• 223-8040  
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## VALUABLE COUPON

## RED VEST PIZZA

"The Pizza Eater's Pizza House"

10616 San Pablo Ave., El Cerrito

TRY OUR NEW GIANT SIZE PIZZA.

ONE PIZZA FEEDS THE ENTIRE FAMILY!!!

TRY US OUT  
WITH  
OUR  
COUPONBlue Grass Music  
Movies and Games

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## ANNIVERSARY SALE

Thursday through Sunday...

- BEAN BURRITOS
- TACOS
- TOSTADOS
- FRIJOLES

4<sup>F</sup>OR \$1.49

MIX 'EM OR MATCH 'EM

10350 San Pablo Ave.

527-5090

EL CERRITO

## ADOBE DAYS SPECIALS

HIS or HERS

## BLOW CUTS



A CASUAL NO-SET STYLE MUST BEGIN WITH A PRECISION HAIRCUT... the kind our operators are trained to give. Whether your new style is long, short, curly or smooth, our cutters give you just the look for you.

Offer  
Expires  
Nov. 5ONLY  
\$1.00  
OFF \$7.95

HIS or HERS

CURLY LOOK  
PERMS

ANOTHER FABULOUS NO-SET SERVICE... try our wash 'n wear Nature's Essence heat activated perms for a no-dryer, no roller way to curls and waves.

We guarantee that this perm will actually IMPROVE the condition of your hair.

Includes Style Cut, Shampoo, Permanent & Comb-out Style of your choice.

\$1.00 OFF  
Offer  
Expires  
Nov. 5

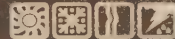

**Cut & Curl**  
BEAUTY ON A BUDGET • NO APPOINTMENT NECESSARY

FANCY HAIRDOS &amp; LONG HAIR FROM \$1.00 EXTRA

10628 San Pablo Ave. 641 El Portal Center  
Beauty Class & Safety By Mary's  
El Cerrito Phone 525-9873 San Pablo Phone 234-9749  
Monday thru Saturday, 9-5:30; Thursday Nite 'til 8:30  
NO APPOINTMENTS - JUST WALK IN!

## GOODYEAR

## A New Kind of Tire For Every Kind of Weather

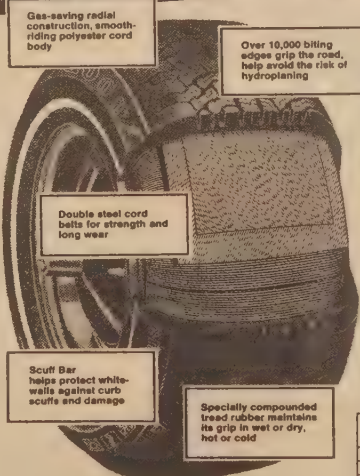


## Tiempo

New steel-belted radial handles heat, mud, rain...and even snow!

\$39

P195/75R14 (RAT-15) whitewall, plus F.E.T. and old tire.



Gas-saving radial construction, smooth-riding polyester cord body

Over 10,000 biting edges grip the road, help avoid the risk of hydroplaning

Double steel cord belts for strength and long wear

Scuff Bar helps protect white-walls against curb scuffs and damage

Specially compounded tread rubber maintains its grip in wet or dry, hot or cold

At last. Now you can buy a true all-season radial tire that can take on any kind of weather, any kind of road, any time of the year. The reason is Tiempo's combination of steel-belted construction, special rubber compound, and tread design. Tiempo radials give you the

smooth quiet ride of regular radials on dry pavement, yet give you positive handling in rain, plus real pull power in mud and even snow. Tiempo, a new kind of tire for every kind of weather. Only from Goodyear.

Whitewall Metric Size	Fits	OUR PRICE	Plus F.E.T. and old tire
P195/75R14	ER78-14	\$55.00	\$2.38
P205/75R14	FR78-14	\$57.00	\$2.44
P215/75R14	GR78-14	\$59.00	\$2.61
P225/75R14	HR78-14	\$64.00	\$2.82

Whitewall Metric Size	Fits	OUR PRICE	Plus F.E.T. and old tire
P205/75R15	FR78-15	\$59.00	\$2.68
P215/75R15	GR78-15	\$61.00	\$2.68
P225/75R15	HR78-15	\$66.00	\$3.12
P235/75R15	LR78-15	\$71.00	\$3.20

## Lube &amp; Oil Change \$6.88

Up to 5 qts. of major brand 10/30 grade oil

- Complete chassis lubrication and oil change • Helps ensure long wearing parts and smooth, quiet performance
- Includes light trucks

Ask for our Free Battery Power Check

## Front-End Alignment \$15.88

U.S. made cars - parts extra if needed. Excludes front-wheel drive cars.

- Complete analysis and alignment correction - to increase tire mileage and improve steering • Precision equipment, used by experienced mechanics, helps ensure a precision alignment

## Just Say 'Charge It'

Use any of these 7 other ways to buy: Our Own Customer Credit Plan • MasterCard • BankAmericard • American Express Money Card • Carte Blanche • Diners Club • Cash



Goodyear Revolving Charge Account

See Your Independent Dealer for His Price and Credit Terms. Prices As Shown At Goodyear Service Stores in All Communities Served by This Newspaper.

GOODYEAR

## ALBANY \*\*

431 San Pablo Ave.  
Phone 527-4363  
Hours: Daily 8-6  
Saturday: 8-4

## BERKELEY

2099 Grove Street  
Phone 843-7200  
Hours: Daily 7:30-6  
Saturday: 8-3

## RICHMOND

435 23rd Street  
Phone 235-4428  
Hours: Daily 8-6  
Sat. 8-4

## SAN PABLO \*

950 El Portal Center  
Phone 237-6610  
Hours: Daily 8-6  
Saturday: 8-5

\*Goodyear Tire Center—Owned and Operated by Jarvis &amp; Jarvis, Inc.

\*\*Goodyear Tire Center—Owned and Operated by Cotis Evans, Inc. #298





MILLION \$\$\$ SALE

# Save 10 to 50%

- Partial listing only
- First come, first served
- Use your Breuners Revolv-a-count BankAmericard® or Master Charge
- No mail or phone orders
- Savings in most departments

## Woven Wood Shades

**14" - 39"**

Ready made woven shades by Crawford at closeout prices. Not all colors in all sizes. Quantities limited! Dress up your windows for the holidays, but hurry!

## 1976 Lamps

**15% - 30% off**

A large selection of last years table, floor and swag lamps. Draw your discount from a bowl full of discounts. Try your luck at a chance for 50% off!

## Mattress and Box Springs

**\$28 and up**

Special savings on mattresses, box springs by famous manufacturers. All odd's and discontinued styles, one-of-a-kind sizes and covers. Prices start at \$28.

## Comforters

**50% off**

Discontinued comforters in a wide variety of florals and prints. All are being reduced 50% to clear out stock on hand! Sale prices from \$20. to \$70. Enjoy the savings now!

## Pictures - Mirrors

**50% off**

Pictures with no glass, marred frames, mirror frames with no mirrors and other odds'n ends all at fabulous savings! Be early because these will go fast!

## Ming Medallion Area Rug

**40% off**

Beautifully designed Chinese motif, blue border and medallion with light beige. Also available in gold combination. 100% nylon quality. 3 sizes \$58 to \$198.

## Silverplate Closeout

**\$9.99 to \$19.99**

Special closeout purchase of International silverplate at great savings! Relish dish, butter, sauce 9.99. Tray 12.99. Vegetable, casserole, chip and dip 19.99. Save now!

## Storage Chests

**\$99 and up**

Cedar and other assorted chests at prices you can afford! These chests make wonderful gifts for most anybody. Many styles to choose from beginning at \$99 and up.

## G.E. Microwave Oven

**Sale \$348**

A G.E. microwave oven with auto chef, defrost, meat probe and multi power. Only! So hurry for this. Reg. \$418.

## Stoneware sets

**Sale 39<sup>88</sup>**

Complete 45 pc. sets for 8 plus serving bowl, platter, creamer & sugar. Dishwasher safe. Choice of patterns, but hurry for best selection!

## Sofas - Loveseats

**10% to 33% off**

Big savings on sofas and loveseats by famous manufacturers. Choose from traditional or contemporary styles in a wide range of colors, fabrics. Save now!

## Magnavox Stereo

**Sale \$268**

Magnavox console stereo in dark oak finish. 8 track player, AM/FM stereo radio and cassette. Mediterranean styling. A beautiful piece of furniture. Reg. \$378.

Breuners Eastshore Richmond, Interstate 80 at Central Ave. Tel. 527-6465

Shop both stores: Monday through Friday 9:30 a.m. until 9:00 p.m.,

Saturday 9:30 a.m. to 5:30 p.m., Sunday Noon to 5

**Breuners**  
THE STORE THAT CARES ABOUT YOUR HOME





Antioch 10-9 Sunday 10-7

OPEN DAILY 10-10; SUN. 10-7

**mart**

... gives satisfaction always



# Fall Festival Sale

**Sale Ends Saturday**



## GIRLS' SWEATERS

**4<sup>88</sup>**

Sale Ends Sat.

Girls' cardigan and pull-over styles, fancies and solids. Size 4-14



## SPORT OXFORDS

**\$4**

Pr.

Our Reg. 7.97



All-vinyl sport oxford with padded collar. White with blue. Save! Men's, Big Boys' 2½-6.



## JUMBO HAMPER

**8<sup>88</sup>**

Sale Ends Sat.

Upright vinyl hamper has cushioned top, fully ventilated. Walnut, white

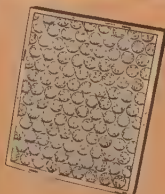


## Men's Twill JEANS

**5<sup>97</sup>**

Our. Reg. 7.97

Men's western-cut twill jeans in assorted colors. Men's sizes



## FURNACE FILTERS

Sale Price **38<sup>¢</sup>** Ea.

Assorted sizes.

**FLASHLIGHT 67<sup>¢</sup>**

Fluorescent orange light. Batteries not included

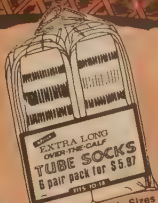


Sold in Sporting Goods Dept.



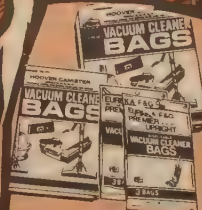
## BED PILLOW 227

Non-allergenic, mildew-proof, moth-proof. Floral stripe.



Men's Sizes  
**TUBE SOCKS 397**

Orlon® acrylic/stretch nylon. White with stripes.



**VAC BAGS 38<sup>¢</sup>**

Assorted sizes for uprights and canisters.



**DURAFLAME FIRE LOGS 84<sup>¢</sup>**

Duraflame log burns in colors for up to three hours. Save!

**NEWARK**  
5401 Thornton Ave. at Route 170/180

**ANTIOCH**  
1951 Sennettsville Rd. at Highway 4  
**DUBLIN**  
8630 Dublin Blvd. at Huppard Rd.

**FAIRFIELD**  
2325 N. Texas St.  
**HAWARD**  
28271 Maxson Blvd. at Harder Road

**PLEASANT HILL**  
77 Chiquacine Parkway  
**SAN PABLO**  
13220 San Pablo Ave. at San Rd.

**SANTA ROSA**  
2771 Cleveland Ave.  
**VALLEJO**  
589 Redwood St.





**Sale  
Ends  
Sat.**

**3<sup>22</sup>** Our Reg. 3.96

Sweet dreams in yoke styled gowns accented with embroidery and prints. All made of cozy, warm 100% brushed nylon in assorted colors. Sizes 4-14.



**low  
prices,  
big savings!**

**Your Choice**  
**288**  
*Our Reg. 3.96*

## MISSES' NEAT PANTS

Beautiful basics for a fashion wardrobe — perfect fit where they should, give where they should and everywhere! Wrinkle-resistant, washable polyester in up-to-the-minute colors and styles.

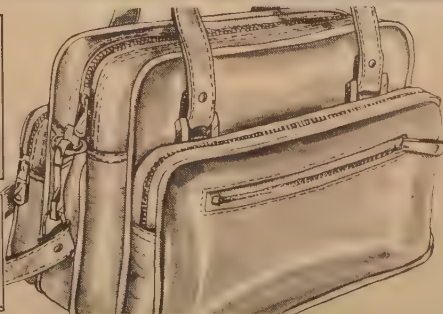
## KNIT FASHION TOPS

Sleek, long-sleeve acrylic knit slip-ons to top pair of skirts, gauchos! A bevy of lovely colors and styles including cowls, turtles and other flattering, fashionable necklines. Misses' sizes. .... 2

**CLASSIC CREPE SHIRT**

Polyester crepe do chine — versatile, care-free, so feminine! Wear them with pants or skirts, alone or over knit tops for a breezy jacket-look. Jeweled solid colors, in misses' sizes. At this price! 2

Copyright © 1977 by K mart Corporation



## HER CARRYALL TOTE

**Our Reg. 7.97  
Sale Ends Sat.**

It's a winner in rich leather-look vinyl! Swing it over the shoulder to tote gloves, camera, travel items. Slip off the shoulder-strap and it's a sophisticated handbag with 3 roomy compartments. In fashion colors for you, for gifts, too!

**5.88**  
Save 2.09





Here's how  
to end the  
fashion  
budget  
blues  
at one  
low price

**994**  
Your Choice  
Wed.-Sat. Only  
Each

### WRAP IT RIGHT

Our Reg. 12.96-14.96. Surround yourself in versatile cardigan sweaters, of soft, huggable acrylic, that are woven with value. Cozy wrap or button styles with shawl collar or hood and pocket trimmings...just right for work or play in jacquards, bold stripes or solid colors. They're the tops!

### PREWASHED JEANS

Our Reg. 12.96-13.96. Jeans have always been the right answer to your casual wear needs. These navy prewashed cotton denims are styled for on-the-go living, at time-slopping prices for your budget. Pair them with shirts, tops and sweaters for the best look in happy-go-lucky fall fashions. Misses' sizes

**DENIM VEST, 6-18**

Our Reg. 7.96

**622**

Misses' Sizes

### PANTCOATS TO OUTWIT WINTER

Our Reg. 29.96-35.96

**2777**

Misses' pantcoats to please the winter-wise and the penny-wise. Made of cozy warm blends to keep you snug all season. Many styles, including this bold plaid with fake lamb fur, trimmed hood and cuffs.

### GIRLS' WARM WINTER COATS

Our Reg. 25.96-28.96

**\$22**

Zesty plaid combinations and solid colors that will warm up winter. Choose from a collection of acrylic piles, plushes and other fabrics in single- or double-breasted styles, regular or boot length. Sizes 7-14.

Our Reg. 22.96-24.96  
GIRLS' Sizes 4-6X

**\$20**



### YOUR CHOICE TOPS OR JEANS

Our Reg. 4.57-4.96 Our Reg. 5.96-6.96

**388**  
Tops

**444**  
Power Blend  
Jeans

Girls' Tops. Darling long- or short-sleeve styles for fall in a rainbow of fashion colors Polyester/cotton blends. Sizes 7-14

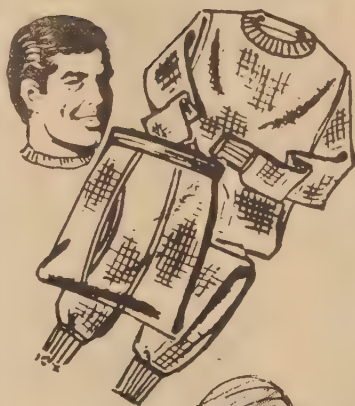
Girls' Jeans. The perfect match mate for tops. Power Blend denim jeans with fashion styling. Sizes 4-14





**GO**

Supplement to the Antioch Ledger. Antioch Ledger Shopping News. Contra Costa Times. Tri-Valley Herald/News. Richmond Independent. Berkeley Daily Gazette. Albany Times. Santa Rosa Press Democrat. Ukiah Times Herald. Macville Reporter. Fairfield Daily Republic. The Daily Review. Argus Shopping News.



## MEN'S THERMAL UNDERWEAR

Tops or Bottoms

Our  
Reg.  
2.97

**1.97**  
Each

Knit to retain body heat for warmth without bulk. Sizes S-XL.

Big  
Boys'  
3.67



3.97  
Regular, Slim

5.77  
Regular,  
Slim

"Our Best"  
Triblend Jeans"

## SPORT SHIRTS

Our Reg. 3.97 Our Reg. 4.68

**2.97** Jr. Boys' **3.67** Boys'

No-iron polyester/cotton. Jr. boys' 4-7; and bigger boys' sizes.

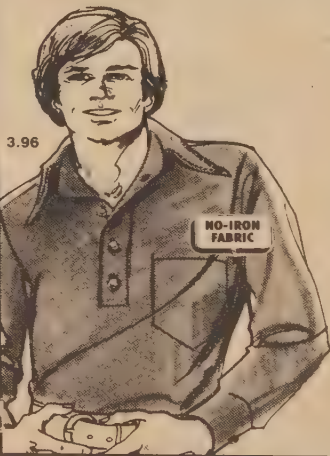
## WESTERN FLARES

Our Reg. 4.97 Our Reg. 6.37

**3.97** Jr. Boys' **5.77** Boys'

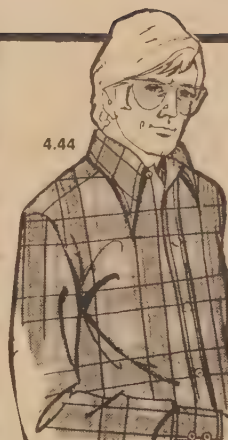
No-iron indigo cotton/nylon/Dacron® polyester triblend. Jr. 4-7 and bigger boys sizes. Save now.

\*Du Pont TM



3.96

NO-IRON  
FABRIC



4.44

## MEN'S COTTON FLANNEL SHIRTS

Sale Ends Sat.

**4.44**  
Each

Casual flannel shirts of 100% cotton. In assorted plaids. Sizes S-XL. Stock up now!



\$18

## MEN'S INSULATED NO-IRON COVERALL

Our Reg. 21.47

**\$18**

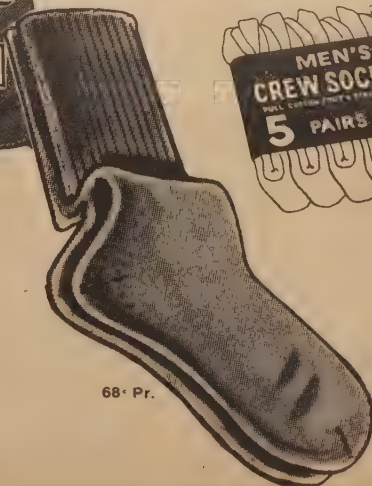
Nicely detailed polyester coveralls are laminated to polythane foam and lined with wool. Zip front, shirred back.

## MEN'S SPORT SHIRTS

Our Reg.  
4.96

**3.96**  
Sale  
Price

Carefree polyester packet shirts feature a range of attractive solid colors with contrast trim



68¢ Pr.



\$3 Pkg.  
5-Prs.  
Pkg.



Boys'  
6-Pr. pkg.  
\$3.97

## BOYS' TUBE SOCKS

6  
Pair  
Pkg.

**3.97**  
Pkg.

Over-the-calf. Orlon® acrylic stretch nylon. White with stripes.  
\*DuPont Reg. TM

## 5-PR. TUBE SOCKS

Sale  
Ends  
Sat.

**\$3**

Men's cushioned 18" white cotton nylon work socks. Stay-up-top.

## MEN'S CREW SOCKS

Sale  
Ends  
Sat.

**68¢**  
Pr.

Colorful Orlon® acrylic stretch nylon crew socks. Men's sizes S-XL.  
\*DuPont Reg. TM



# bargains for the home

## CAFE SHORTY DRAPES

48x30" — 48x36"

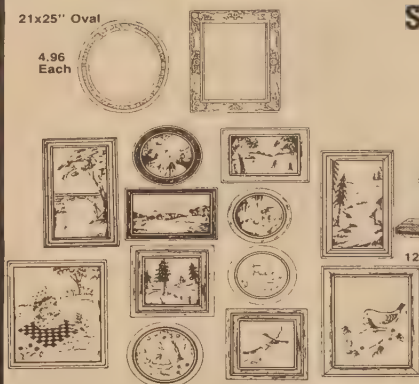
**5<sup>27</sup>**  
Pair

Printed, pleated cafe drapes of polyester-rayon. 3" bottom hems.

48x45" Draperies . . . 6.57  
60x11" Valance . . . 3.17

21x25" Oval

4.96  
Each



## DECORATOR GROUP MIRRORS

Sale Price **4<sup>96</sup>**  
Each

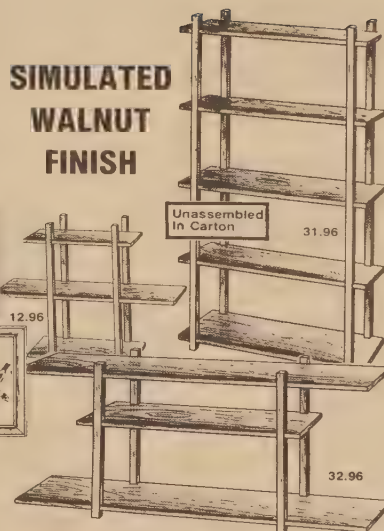
Float plate glass with antiqued gold-tone frames. Shop now.

## 6-PC. GALLERY WALL GROUPING

Sale Price **14<sup>88</sup>**  
6-pc. Set

Decorator - designed framed art wall groupings! Shop at K mart.

## SIMULATED WALNUT FINISH



Unassembled in Carton

31.96

12.96

32.96

## INSULATED DRAPERIES

**8<sup>97</sup>**  
Pair

Texturized spun rayon/acetate drapes have acrylic foam backs.

48x54" Drape . . . 7.47



Kodel

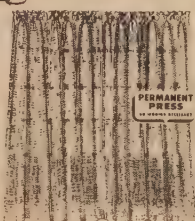
## RICH KODEL DRAPERIES

Sale Price **10<sup>47</sup>**  
48x84" Pair

Heavy antique satin draperies of easy-care permanent press Kodel® polyester. Fashion colors.

\*Estimate Kodol Reg. TM

48x54" . . . 8.97 Pr.



Kodel

## TEXTURIZED NO-IRON PANEL

Sale Price **4<sup>87</sup>**  
56x81" Each

Decorator-styled, high fashion panel in permanent press polyester. Elegant, decor colors.

56x54" . . . 3.87 Pr.



1.97

## VINYL TABLE COVER

52x70" Sale Price **1<sup>97</sup>**

Wipe-clean vinyl table covers are a joy to use! Nicely made with protective flannel back. 52x70" in pretty prints or solid colors. Hemmed.



## AFFORDABLE FURNITURE

For 3-way stereo sets, books, art objects, plants, more. Solidly constructed of fiberboard with simulated walnut finish. Alcohol- and water-resistant.

Sale Ends Sat. 60" Entertainment Center. Practical addition to rooms. 13 1/2 x 59 1/2 x 29 1/4". Save at K mart.

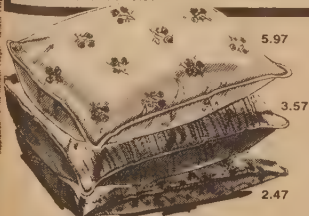
**32<sup>96</sup>**

Sale Ends Sat. 5-shelf Bookcase shows off art objects, as well. 9 1/2 x 29 1/2 x 59 1/4". Shop at K mart.

**31<sup>96</sup>**

Sale Ends Sat. Decorator Stand for your favorite indoor plants. 13 1/2 x 31 1/2 x 59 1/4".

**12<sup>96</sup>**



5.97

3.57

2.47

## SAVE! SLEEP PILLOW

Sale Ends Sat. Polyester fiberfill, polyurethane core. Cotton ticking. **2<sup>47</sup>**

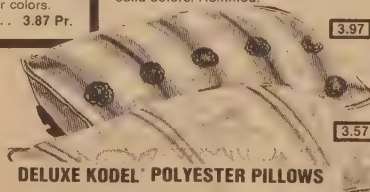
## FEATHER/FOAM PILLOW

Sale Ends Sat. Crushed duck feathers/shredded urethane foam. **3<sup>57</sup>**

## GOOSE FEATHER/DOWN

Sale Ends Sat. Crushed goose feathers/Goose down. Cotton ticking. **5<sup>97</sup>**

\*Finished Size



3.97

3.57

## DELUXE KODEL® POLYESTER PILLOWS

Firm but resilient bedpillows offer perfect sleeping comfort. Non-allergenic.

**3<sup>57</sup>** 20x30" Queen  
**3<sup>97</sup>** 20x36" King



3.97

## KODEL 233® BEDPILLOW

20x26" — Standard Size

Kodel 233® polyester pillow with Kodel® polyester/cotton permanent press ticking.

**3<sup>97</sup>**  
Save!

## COLORFUL VINYL BAR STOOL

Sale Price

**19<sup>88</sup>**

Save!

Colorful padded vinyl seat has wrap-around back, chrome foot rest. Adjusts from 24 to 30 inches.



Model 22K-200  
19.88

NOT EXACTLY AS ILLUSTRATED



**GO**

• **POLAROID® BC-70 ALPHA SX-70® CAMERA**

Sale Price

**109<sup>88</sup>**

Watch crisp color prints develop! Automatic exposure, focus from 10" to infinity, fill-in flash, strap.

• **POLAROID® PRONTO® BC LAND CAMERA**

Sale Price

**48<sup>88</sup>**

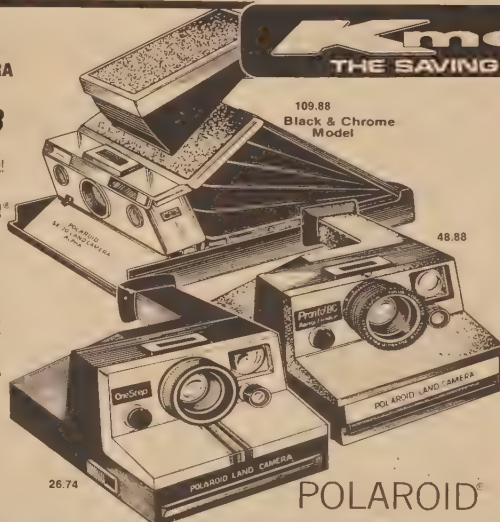
Gives beautiful, long-lasting SX-70® photos. Lightweight, compact, non-folding. Focus from 3' to infinity.

• **ONE-STEP® CAMERA FROM POLAROID®**

Sale Price

**26<sup>74</sup>**

All you do is press the button for sharp, clear SX-70® pictures! Fully automatic, motorized camera



109.88  
Black & Chrome  
Model

48.88

26.74

POLAROID®

**Kmart**  
THE SAVING PLACE

Items Below Not Illustrated

**STROBE UNIT**

Sale Price

**19<sup>88</sup>**

Use with Pronto® and folding SX-70® type cameras. Shop now. (See below for not included)

**FOCAL FLASHBAR**

Sale Price

**2<sup>86</sup>**

2-bar package for SX-70® cameras. 20 flashes total. Save now.

• **TYPE 108® FILM**

Sale Price

**8<sup>37</sup>**

Two-pack of Polaroid film. Total of 16 prints.

• **T-88® FILM**

Sale Price

**6<sup>57</sup>**

Two-pack Polaroid film. 8 exposures in each pack. (Total 16.)

• **SX-70® FILM**

Sale Price

**4<sup>85</sup>**

Two-pack of 10 color print film from Polaroid.

VISIT OUR

**Kmart**

**GRILL**

Friday

Saturday

MEXICAN LUNCHEON

MEXICAN FIESTA PLATTER

**1<sup>21</sup>**

**1<sup>57</sup>**



Thursday  
**BURRITO PLATE**

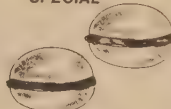
- with:
- Delicious Chili Burrito
  - Spanish Rice
  - Creamy Coleslaw

**99¢**

- with:
- Chili Burrito
  - Fully Dressed Taco
  - Spanish Rice

- with:
- 2 Enchiladas in Sauce
  - Fully Dressed Taco
  - Refried Beans
  - Spanish Rice, Lettuce, Tomato and Bell Pepper Ring

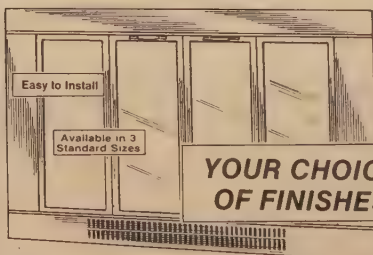
DELI  
SPECIAL



**CHOPPED HAM SANDWICHES**

**4 \$1**

For  
Chopped ham on a fresh bun  
Great for lunches!



Easy to Install

Available in 3  
Standard Sizes

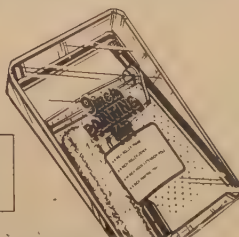
**YOUR CHOICE  
OF FINISHES**

**DECORATIVE FIRESCREEN**

Sale Price

4-panel glass doors with  
mesh curtains. Heat sav-  
ing! Easy to install.

**77<sup>44</sup>**



**9" PAN and ROLLER**

Our Reg. 2.97

**2<sup>27</sup>**

Everything you need for that painting job...  
pan, roller, extender.



Armstrong **DECOLON**  
VINYL RUGS

**DECOLON VINYL**

Our Reg. 17.44

**13<sup>44</sup>**

Easy to care for vinyl in decorator-  
inspired colors and designs.



Outdoor Umbrella

**CLOTHES DRYER**

Our Reg. 19.95

30 plastic lines,  
73"-long each,  
steel post

**15<sup>77</sup>**



**STURDY  
5-FOOT  
STEP LADDER**

Sale Ends Sat.

**13<sup>88</sup>**

Aluminum step ladder,  
lightweight safe, easy  
to store



**SPRAY  
ENAMEL**

Our Reg. 1.86

**1<sup>36</sup>**

13-oz.

High-gloss enamel spray  
paint. White and colors.

\*Net wt.

PHOTO FINISHING SPECIAL

**FOCAL or KODAK  
COLOR PRINT FILM**

20 Exposure  
Roll

**2<sup>98</sup>**

Save on your color prints at Kmart. Get  
beautiful borderless silk prints. At Kmart  
you only pay for the "good" prints. In-  
cludes: Developing and Printing. No For-  
eign Film.

K MART SATISFACTION ALWAYS

See most film your prints at Kmart. Returns your film and print.



**FERNS and  
FOLIAGE**

**88¢**

Your choice in 4" size  
pots.

MOTHER OF  
BIRDNEST FERN

Sale Price

**2<sup>66</sup>**

Easy-to-grow fern  
6" size pots



**HANGING 12" BASKETS**

Sale Price

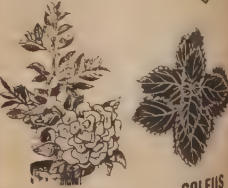
Redwood or plastic  
basket with 12"  
house plant

**4<sup>97</sup>**

**1/3 CU. FT.  
SUPER SOIL**

**97¢**

The original pot-  
ting mix. For in-  
door or outdoor  
USE



**CAMELLIAS**

**4<sup>77</sup>**

5-gallon size, ready for  
planting.

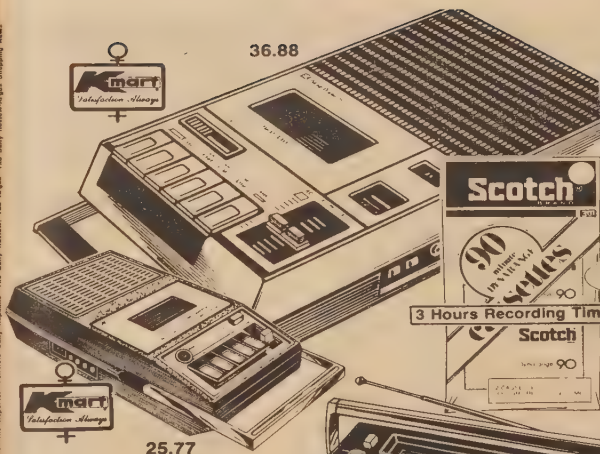
**COLEUS**

**38¢**

Bright colors  
choose from 4" pot



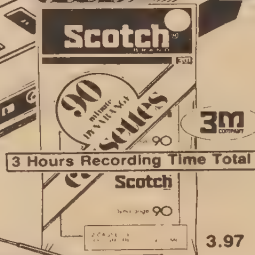
Supplement to the National Ledger, published by the National Retail Federation, Inc. The National Retail Federation, Inc. is a not-for-profit organization. The National Retail Federation, Inc. is a not-for-profit organization. The National Retail Federation, Inc. is a not-for-profit organization.



36.88



25.77



3.97



## DELUXE CASSETTE RECORDER

AC/DC\* unit offers automatic stop and level control, 6 piano-type function keys, built-in condenser microphone.

\*Batteries not included

**36<sup>88</sup>**  
Sale Price

## AC/DC\* CASSETTE TAPE RECORDER

Sale Price **25<sup>77</sup>**

Built-in condenser mike, automatic stop and level.  
6 Cassette Makers, 64\*

\*Batteries not included

## 90-MINUTE CASSETTES

Sale Price **3<sup>97</sup>** 2 Pack

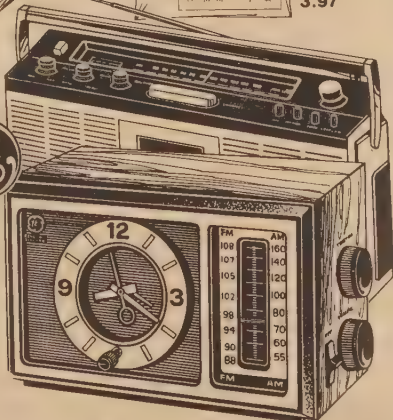
Make your own recordings with Scotch® Dyna-range® 90-minute cassettes.



53.88



19.97



## AM/FM, 8-TRACK STEREO PLAYER

AC/DC\* unit offers automatic channel change with 4 LED\*\* indicators. Has FM stereo indicator light. Save now!

\*Batteries not included  
\*\*Light-emitting diode

**53<sup>88</sup>**  
Sale Price

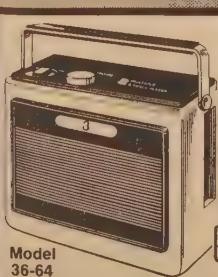
## AM/FM CLOCK RADIO

Sale Price

Wake to music! Easy-to-read dial. Walnut-look, polystyrene.

**19<sup>97</sup>**

# Radios at Easy-Listening Prices



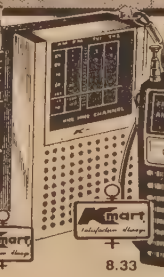
Model 36-64

## 8-TRACK PLAYER

Sale Price **26<sup>67</sup>**

Battery\*-operated player with manual channel selector. Save now at Kmart.

\*Not included



15.97

## AM/FM POCKET RADIO

Sale Price **8<sup>33</sup>**

Has slide-rule tuning, telescopic antenna for FM, and carry strap.\*

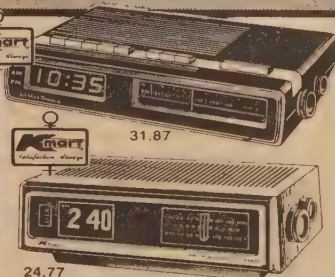
\*Batteries not included

## AM/FM/TV-BAND MODEL

Sale Price **15<sup>97</sup>**

Has TV1 and TV2 bands with telescopic antenna; earphone \*

\*Batteries not included



31.87

24.77

## DIGITAL CLOCK RADIO

Sale Price **24<sup>77</sup>**

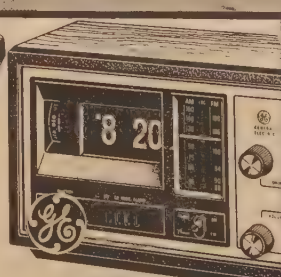
24-hour digital clock wakes you to AM, FM music or buzzer alarm.

## LED\* DIGITAL MODEL

Sale Price **31<sup>87</sup>**

AM FM clock radio has \*LED\* display, and slide-rule tuning.

\*Light-emitting diode



## AM/FM CLOCK RADIO

Sale Price **24<sup>44</sup>**

GE® AM/FM digital clock radio with sleep switch and 24-hour wake-up system. Hurry and save!



**GO**

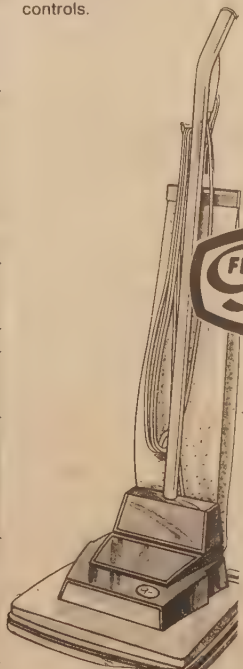
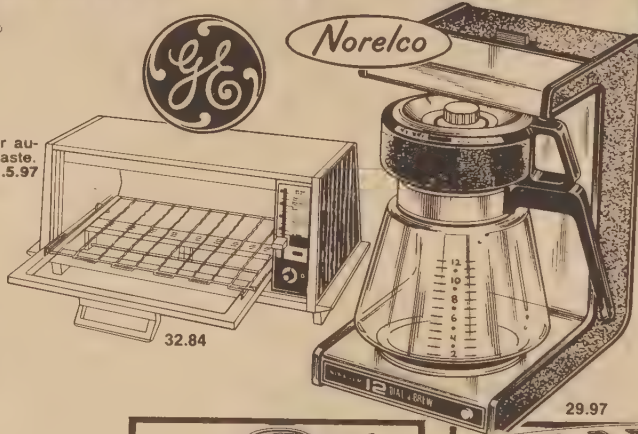
# ...around the house

• **DIAL-A-BREW®**  
**29<sup>97</sup>**  
Sale

6- to 12-cup drip coffee maker automatically brews coffee to your taste. Replacement Carafe .....\$5.97

**TOASTER/OVEN**  
**32<sup>84</sup>**  
Sale

Top browning plus 9 toast color selections. Up front controls.



**UPRIGHT VAC**

Sale Ends Saturday

**46<sup>66</sup>**

FlorGenie® upright has triple-action to beat, brush and air-clean each strand of carpet! Adjusts to high or low pile. Brilliant headlight; 20-ft. cord; disposable 2-section dirt bag. Shop and Save at Kmart.

**K mart® CORN POPPER**  
Sale Price **8<sup>97</sup>**  
Automatically butters corn as it pops. See-thru cover/server.

**• 4-SLICE TOASTER**  
Sale Price **23<sup>84</sup>**  
Dual color controls operate each pair of slots separately.

**SUNBEAM CREPEMAKER**  
Sale Price **18<sup>44</sup>**  
M'sieur Crepe® has controlled heat for perfect crepes.

**• WAFFLE BAKER/GRILL**  
**22<sup>87</sup>** Sale  
Reversible grids. Adjustable temp. Non-stick surface.  
**TOASTERMASTER**

**• PRESTO® FRY BABY™**  
Sale Price **14<sup>88</sup>**  
French fries a serving or two in a jiffy. Snap-on lid. Drain.

**• CANISTER VACUUM**  
**47<sup>88</sup>**  
Variable power canister cleaner with vacuum, multi-position control selector, eight accessories, accessory caddy.

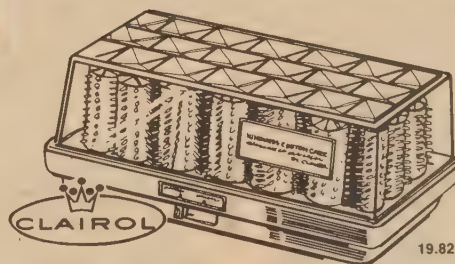
THE  
speed  
helps  
that'll  
save



**Kmart**  
SING PLACE

Electric  
at prices  
up you  
money

...for health, beauty



3-WAY HAIRSETTER

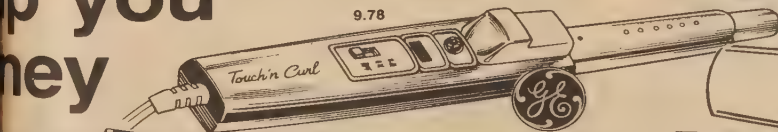
**19<sup>82</sup>**  
Sale

Kindness® by Clairol. Conditioning mist, water mist and dry-setting choices. 20 no-tangle curlers.

• TOUCH 'N CURL™

**9<sup>78</sup>**  
Sale

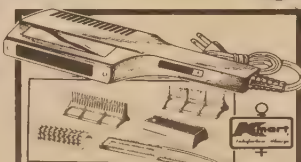
GE® mist curler sets tendrils, flips, full or fine curls easily, quickly. Dual temperature setting, cool tip end.



DEEP HEAT MASSAGER

Sale Price **8<sup>68</sup>**

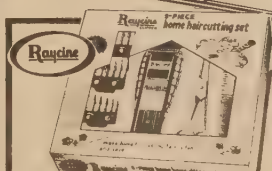
5-piece set for infra-red heat and massage. 5-settings.



1200W STYLER/DRYER

Sale Price **16<sup>97</sup>**

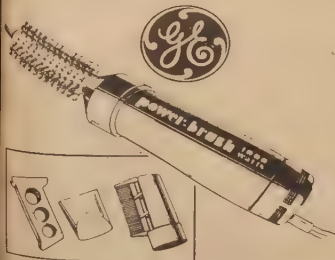
1,200 watts of power, 3-position switch. 5 attachments.



HAIRTRIMMING SET

Sale Price **7<sup>58</sup>**

Clipper, 4 clipper guides, barber shears, comb, instructions.



• CONVERTIBLE POWER BRUSH®

**18<sup>23</sup>**  
Sale

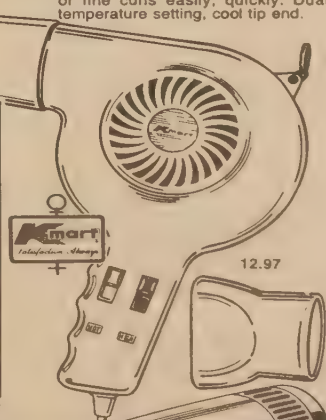
Powerful, lightweight 1,000-watt styling brush produces curls, waves and flips. Converts to pistol dryer.



2-SLICE TOASTER

Sale Price **13<sup>47</sup>**

Toast to please every member of your family — Toast selector light to dark.



12.97



17.97

• SON-OF-A-GUN®

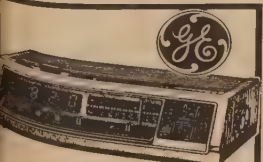
**17<sup>97</sup>**  
Sale

Lightweight pro dryer has 3 heat combined with 2 speed settings in one switch. Foldable table stand.

1000-W HAIR DRYER

**12<sup>97</sup>**  
Sale

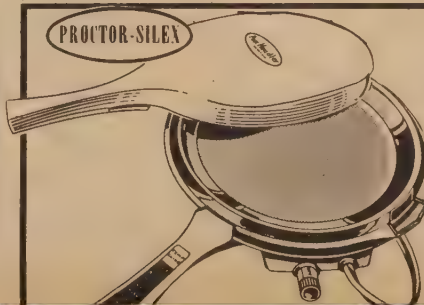
Three temperature settings and two speeds for styling and drying. Air flow concentrator nozzle. 1,000 watts.



• DIGITAL CLOCK RADIO

Sale Price **47<sup>88</sup>**

AM/FM radio, electronic L.E.D. readout. Snooz® alarm.



VERSATILE

Pan Handler

Sale Price

**18<sup>86</sup>**

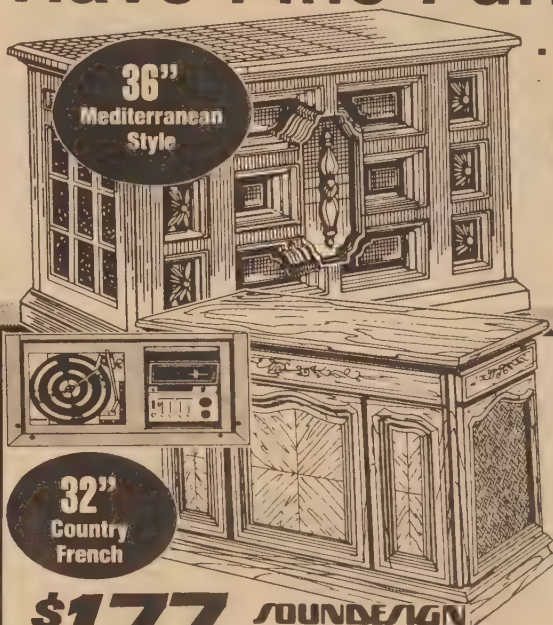
Thermostatically controlled temperature dial from simmer to fry. Mini 7 1/4" size.



GO

# Quality Console Stereos Have Fine Furniture Styling

... And Discount Prices



**36"**  
Mediterranean  
Style

*Capchart*  
STEREO CONSOLE

**\$167**

Model SKTC 490

**CONSOLE WITH 8-TRACK PLAYER**

36" Mediterranean-style unit has solid-state AM/FM/stereo radio, BSR® automatic record changer, tape player.



**32"**  
Country  
French

**\$177**

**SOUNDESIGN**

Model SKTC 540

**ELEGANT COUNTRY FRENCH DESIGN**

AM/FM/FM-stereo receiver has built-in automatic/manual 8-track tape player. Full-size BSR® record changer features diamond stylus and cue/pause control. Console is 32" wide.



**42"**  
Mediterranean  
Console

**\$228**

**SOUNDESIGN**

Model SKTC 560

**CONSOLE HAS PLAYER/RECORDER**

42" Mediterranean console has built-in automatic /manual 8-track tape player that offers one-button recording. Also has AM/FM/BSR-stereo radio and BSR® record changer.



**8-Track  
RECORDING  
SYSTEM**

*ElectroPhonic*

**\$228**

Model SKTRC 450

**RECORD YOUR OWN 8-TRACKS**

45" deluxe play and record stereo console in pecan color finish. Solid state AM/FM stereo, 8-track tape recorder/player, BSR changer.



**25"**  
diagonal  
measure

**RCA  
XL-100  
COLOR**

**\$549**

Model GA 628

**RCA XL-100 COLOR CONSOLE**

100% solid state chassis . . . no chassis tubes to burn, ever. Super AccuColor® black matrix picture tube for rich, brilliant color.

Supplied by the Audiotex Ledger, Audiotex Ledger Shopping News, Contra Costa Times, Tri-Valley Herald/News, Richmond Independent, Berkeley Daily Gazette, Albany Times, Santa Rosa Press Democrat, Ukiah Times Herald, Vacaville Reporter, Eureka Daily Republic, The Argus, The Daily Review-Argus Shopping News



**Kmart**  
THE SAVING PLACE

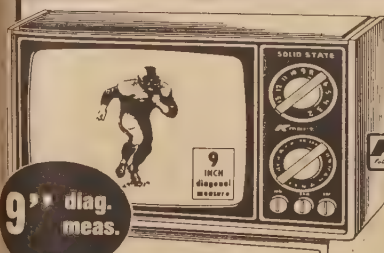
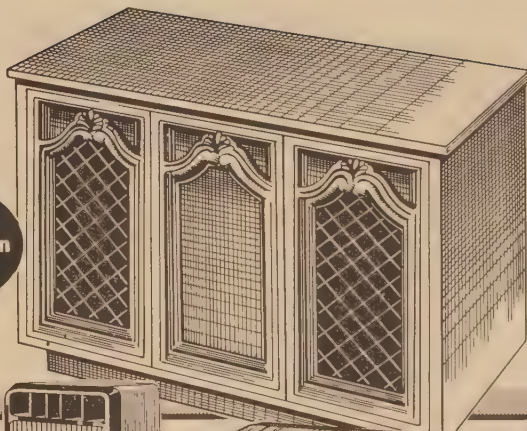
Capchart  
STEREO CONSOLE

**138<sup>88</sup>** Take-with  
Price  
Sale Ends Sat.

**32"**  
Mediterranean  
Console

### ELEGANT 3-WAY CONSOLE STEREO

Quality unit has AM/FM-stereo radio, 8-track stereo tape player and BSR automatic record changer, AFC drift-free FM.

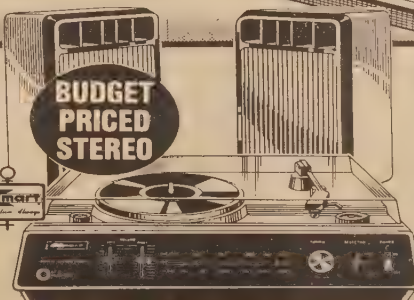


**9"** diag.  
meas.

**\$77** Model SKB 900

### EASY-TO-TOTE B/W TV

Compact TV for desk or counter has handle. Aluminized picture tube, solid state. VHF/UHF antenna. White, yellow, red.

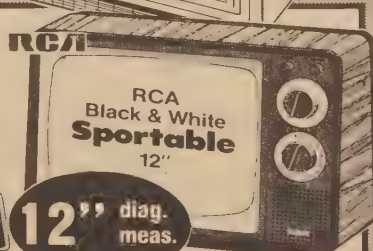


**BUDGET  
PRICED  
STEREO**

**\$48** Model SK 80

### 2-WAY MODULAR SYSTEM

FM/AM radio/stereo record player features powerful tuner-amplifier with solid state parts. Takes all popular record sizes.



**12"** diag.  
meas.

**\$109** Model AB 126

### SPORTABLE B/W TV

Solid state TV features New Vista<sup>®</sup> 100 VHF tuner for excellent reception, fast warm-up picture tube. VHF/UHF antenna.



**3-  
WAY  
STEREO**

This System features  
8-Track Recording

**\$99** Model SKTR 126

### PLAYER/RECORDER 3-WAY STEREO

AM/FM FM-stereo radio with 8-track tape player/recorder includes two mikes, provides endless enjoyment! Automatic stop in record mode.

**GREAT  
STEREO  
SOUND**



**\$74** Model SK 27

### AUTOMATIC STEREO RECORD CHANGER

Quality BSR changer with cue/pause control, anti-skate device. Has separate bass, treble and balance controls. Two speakers.

**SOUNDESIGN**



**GO**

Supplement to the Antioch Ledger, Antioch Ledger Shopping News, Contra Costa Times, Tri-Valley Herald/News, Richmond Independent, Berkeley Daily Gazette, Albany Times, Santa Rosa Press Democrat, Valapo Times Herald, Vacaville Reporter, Fairfield Daily Republic, The Daily Review, The Regent, The Daily Review-Argus Shopping News



No Extra Charge For Color

• **HANDSOME 30" RANGE**

Model  
JP 25

**\$257**

Beautiful, simulated wood-grained control panel on decor-toned range. Plug-in, Calrod® surface units. Infinite heat surface unit controls. Removable oven door with windows.

# lowest prices

• **2-CYCLE WASHER**

**\$254**

Model WWA 5509

Standard capacity washer with 3 water level selections, 2 cycles, 3 wash/rinse temperature selections, fabric softener dispenser

• **2-CYCLE DRYER**

**\$197**

Model DDE 5309

Regular/90-minute and cycle with cool-down cycles. Low heat/no heat fluff selection. Porcelain-enamel drum.

Available in Gas at Additional Cost

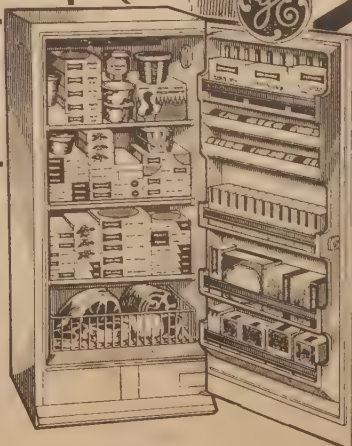


• **NO-FROST REFRIGERATOR**

Model  
TBF18E

**\$377**

17.6 cu. ft. refrigerator has 4.65 cu. ft. freezer with two Ice 'n Easy trays, generous door storage. Power-saver switch can help reduce operating cost. Coil-free back. Right-hand door.

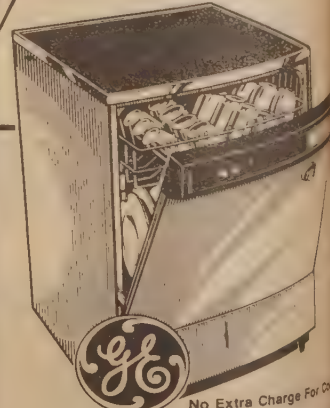


**14.8 CU. FT. FREEZER**

Model  
CA15DV

**\$268**

Upright model with 3 fast-freeze shelves plus cold plate at top. Storage door has 4 shelves plus 2 juice can shelves. Built-in door lock and up-front defrost drain.



No Extra Charge For Color

• **CONVERTIBLE DISHWASHER**

Model  
GSC 411

**\$213**

Rolls where needed now. Can be built in later. 3-cycle wash selection. Push-to-stop control knob. Powerful multi-level wash action. Tuff Tub® interior. Faucet-type uncouple. Shop and Save at K mart.



**Kmart**  
...gives satisfaction always

# Budget Savers



**SAYELLE YARN**

Sale Price  
4-oz. \* **74¢**

4-ply knitting worsed of Sayelle® Orlon acrylic. Machine washable.



**12x12" DECORATOR MIRROR SQUARES**

Sale Price

**7<sup>88</sup>**

Pkg. of 12

The perfect way to decorate and make a room look more spacious. Antique look or Gold.

Case of 12  
7.88



**HOCKEY CAPS**

Sale Prices

Knit hockey caps for men. Colors, one size fits all

**68¢**



Fit Sizes  
8 1/2-11

**NYLON KNEE-HIGHS**

Sale Price  
Choice of colors. Save Now!

**2<sup>88</sup>¢**



**HOSTESS HO-HO'S**

Sale Price

Delicious chocolate treats for snacks or lunches

**84¢**



**3 1/2 LBS.\* PEANUTS**

Sale Price

Taste-tempting red skin Spanish peanuts in vacuum pack. \*Net Wt.

**2<sup>97</sup>**

Save!



**DONUT FACTORY**

Sale Price

**15<sup>88</sup>**

Fun for the whole family. Make your own donuts. Two at a time



**8-ROLL TOILET TISSUE**

Sale Price

**\$1**

8-roll pack of soft absorbent tissue in colors



**48-INCH FLUORESCENT LIGHT**

Sale Ends Saturday

For garage, work areas and more. Includes 2, 40-watt bulbs. Shop K mart!

**10<sup>88</sup>**

Save!



**POPPIN CORN**

Sale Price

Fast poppin corn. 20-oz.\* box. \*Net Wt.

**43¢**

**Kmart**

**ANTIOCH**

1551 Somerville Rd. at Highway 4

**DUBLIN**

8633 Dublin Blvd. at Hayward Rd.

**FAIRFIELD**

2329 N. Tenth St.

**SAN PABLO**

13229 San Pablo Ave. at Dam Rd.

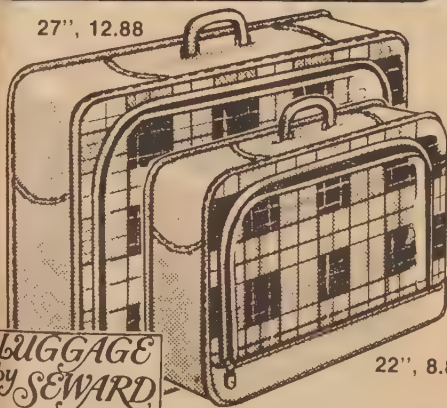






**Kmart**  
THE SAVING PLACE

27", 12.88



**LUGGAGE**  
by SEWARD

22", 8.88

### SOFT-SIDE VINYL LUGGAGE

Lightweight and strong. Soft-side vinyl with sturdy wood frame, bumper edges to cushion knocks. Zippered side openings for easy packing. Tuck-type locks. Save at Kmart

**8.88 and 12.88**



### 2 1/2-LB. ANKLE WEIGHTS

Sale Price

**6.96**

Ankle weights of extra-heavy vinyl. Strap under instep. Velcro closure.



### ATHLETIC HAND GRIPS

Sale Price

**1.97**

Develop a strong grip. Our Reg. 7.96 Chest Pull, adjustable 6.96

# great buys...

## AUTOMOTIVE SPECIALS

TEMPERATURE FALLING!



**Winterize**

**YOUR CAR NOW**

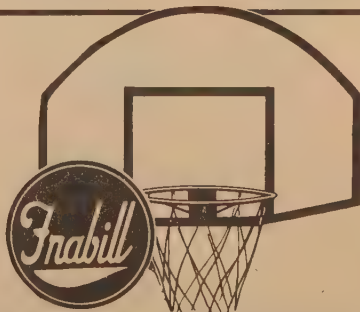


### SUMMER/WINTER ANTI-FREEZE

**2.77**  
GALLON  
SALE PRICE

Get year-round protection with Dowgard® anti-freeze. Protects radiator from freezing in winter and from overheating in summer. Also guards against rustout.

## save with these low prices

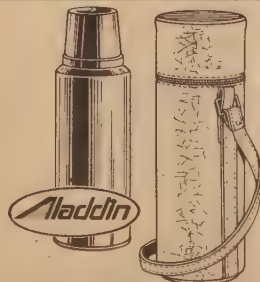


### FRABILL BACKBOARD, HOOP SET

Sale Ends Saturday

**15.88**  
Save!

Includes 3/4" thick particle board, 5/8" goal and 12" no-tie net. Save now!

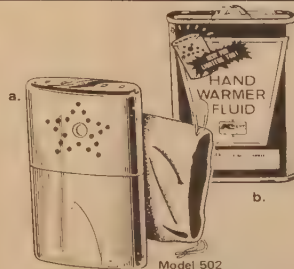


### STEEL VACUUM BOTTLE

Sale Ends Sat.

**19.97**

Sale-priced Stanley Sportsmaster® kit features unbreakable all-steel quart bottle. Durable vinyl carry case has adjustable shoulder strap.



### HANDWARMER OR FLUID

Your Choice

**77¢**  
Ea.

a. Our Reg. 1.07 Handwarmer. Pocket-size with carry pouch  
b. Our Reg. 94¢ Fluid. 16 fl. oz. For hand-warmer or lighter



GO

Sale Ends Saturday

# Kmart

THE SAVING PLACE

## auto center

### OWNERSHIP DURATION WARRANTY

A Kmart Maintenance-Free battery will be replaced, if defective, to the original purchaser owner as long as the battery remains in the vehicle in which it was originally installed. Any such battery which is defective in material or workmanship or fails to hold a charge, will be replaced with a similar new battery upon return to Kmart and presentation of sales receipt. This warranty does not apply to batteries which have been damaged, misused, or commercially used by the purchaser.



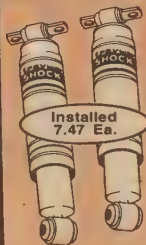
### MAINTENANCE-FREE BATTERY

#### Sale Price

With Exchange—  
**46<sup>88</sup>**  
With Exchange

Sale Ends Sat.

Sealed battery never needs water. More power than your car should ever need. For most U.S. cars.



### DELUXE HEAVY-DUTY SHOCKS

Our Reg. 7.47

**4<sup>88</sup>**

1 1/4" piston, triple-welded mounts, 1/2" shaft. For most U.S. cars

Installed 7.47 Ea.



### DELUXE HEAVY-DUTY MUFFLER

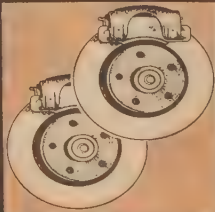
Sale Ends Sat.

**18<sup>88</sup>**

Double wrapped to protect against rust-out. Sizes for most U.S. cars. Big savings now!

Hardware Extra

## FRONT DISC BRAKE SPECIAL



Sale Price

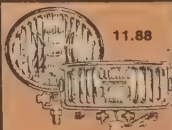
**43<sup>88</sup>**

#### SERVICES INCLUDE:

1. Replace front brake pads
2. Resurface rotors
3. Inspect callipers
4. Bleed hydraulic system and refill
5. Repack inner and outer bearings
6. Inspect rear linings for wear
7. Road test

Front only for most American cars. Additional parts and services are at extra cost.

4-Wheel Drum ..... 48.88



### HALOGEN LAMPS

Sale Price **11<sup>88</sup>**  
Ea.

#### "D" FLASHLIGHT

Sale Price **66<sup>c</sup>**

"D" Cell Battery, 2/31

#### CAR TRAY

Sale Price **1<sup>37</sup>**

#### GE® SEALERS

Sale Price **1<sup>88</sup>**  
Ea.

\*Not Vt.

#### OIL POUR SPOUT

Sale Price **99<sup>c</sup>**

#### For Most Cars

AC 63c Ea.

AUTO-LIT

KS-57

39.96 Ea.

FMX-20

49c

WINDSHIELD WASHER

ANTI-FREEZE

88c

### SPARK PLUGS

Sale Price **63<sup>c</sup>**  
Ea.

Resistor Plug, Ea. 78c

#### FM RADIO OR PLAYER

Sale Ends Sat.

**39<sup>96</sup>**  
Ea.

#### 10W40 MOTOR OIL

Sale Price **49<sup>c</sup>**  
Qt.

#### WINDSHIELD WASHER

Sale Price **88<sup>c</sup>**  
Gal.



### 'KM 100' — WHITEWALLS 4-PLY POLYESTER CORD

SIZES	REG.	SALE	F.E.T.
E78x14	33.88	<b>26.88</b>	2.23
F78x14	35.88	<b>28.88</b>	2.37
F78x15	37.88	<b>30.88</b>	2.40
G78x15	39.88	<b>32.88</b>	2.53
H78x14	39.88	<b>32.88</b>	2.73
H78x15	41.88	<b>35.88</b>	2.79
L78x15	41.88	<b>35.88</b>	3.09

Our Reg. 28.88  
B78x13

**23<sup>88</sup>**

Plus F.E.T.  
1.82 Each

All Tires Plus F.E.T. Each -  
MOUNTING INCLUDED—NO TRADE-IN REQUIRED



### 'KM Radial 40' — WHITEWALLS STEEL BELTED RADIALS

SIZES	REG.	SALE	F.E.T.
ER78x14	57.88	<b>41.88</b>	2.47
FR78x14	59.88	<b>44.88</b>	2.65
GR78x14	64.88	<b>47.88</b>	2.85
GR78x15	64.88	<b>50.88</b>	2.90
HR78x14	68.88	<b>53.88</b>	3.04
HR78x15	68.88	<b>55.88</b>	3.11
LR78x15	72.88	<b>58.88</b>	3.44

Our Reg. 49.88  
BR78x13

**34<sup>88</sup>**

Plus F.E.T.  
2.06 Each

All Tires Plus F.E.T. Each -  
MOUNTING INCLUDED—NO TRADE-IN REQUIRED

**Kmart**  
NEWARK  
5401 Thornton Ave. at Hialeah Freeway

**ANTIOCH**  
1951 Seaside Blvd. at Highway 4  
DUBLIN  
6033 Dublin Blvd. at Highway Rd.

**FAIRFIELD**  
1023 S. 10th St.  
HAYWARD  
28721 Mission Blvd. at Highway Road

**PLEASANT HILL**  
1770 Highway 99  
SAN PABLO  
3270 San Pablo Ave. at San Rd.

**SANTA ROSA**  
1777 Highway 99  
VALLEJO  
5000 Highway 31



**MONTGOMERY  
WARD**

**4-DAY SALE**

Sale Prices In Effect

Wed. Oct. 26, 1977

Sat. Oct. 29, 1977

Some quantities limited.

WARDS PRICING POLICY:

If an item is not described as a reduction or as a "Special Buy" it is at its regular price. A "Special Buy" though not reduced is an outstanding value. In this ad some regular prices may vary by geographic area. If you have a question concerning any Wards advertisement please call the Manager of your nearest Wards store.

An Advertising Supplement to the

OAKLAND TRIBUNE, CONTRA COSTA TIMES,  
VALLEY TIMES, DAILY REVIEW, ARGUS,  
I.C.P. PAPERS, INDEPENDENT JOURNAL,  
MERCURY NEWS, RICHMOND IND. GAZETTE,  
REVIEW & ARGUS, SAN MATEO TIMES,  
SOUTH POST, RECORDER PROGRESS,  
SAN PABLO NEWS, EL CERRITO JOURNAL,  
ALBANY TIMES, REDWOOD CITY TRIBUNE

Tuesday, October 25, 1977

# Extra value DAYS

## 1/2 off.

**Men's dress shirts at a price that's hard to beat.**

Hurry in for Wards spectacular savings on these fine-quality shirts. Styled with adjustable cuffs, smooth placket front. Fashion-right stripes on pastels or white in machine-wash polyester/cotton. 14½-17.

**\$4**

Regularly \$8

## \$3-\$12 off.

**Men's buy-by-size tailored separates to mix and match.**

Build a handsome vested suit in solid brown or tan. Then flip the reversible vest for another look; add the check slacks for a terrific sport look. Create a whole new color-coordinated wardrobe of great-fitting, wrinkle-shy separates in doubleknit polyester.

Blazers, regulars 38-46, longs 40-44. Reg. \$45 ..... 32.97  
Vests, regulars 38-46, longs 40-44. Reg. \$17 ..... 12.97  
Solid slacks, sizes 30-42. Reg. \$16 ..... 12.97  
Check Slacks, sizes 30-42. Reg. \$17 ..... 12.97



**1/2 price.**  
Versatile 2-way  
tape carry case.

**1.99**  
Reg. 3.99

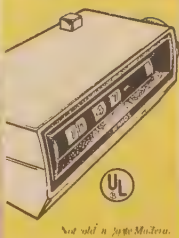
Compact, hinged-  
top case holds 8-  
track or cassette  
tapes. Stores 12.



**Special.**  
Wards handy 9'  
extension cords.

**2 for \$1**

UL-listed 18-gauge,  
2-wire cords. 3-  
outlet connector.  
For household use.



**\$6 off.**  
Digital-display  
electric alarm.

**10.88**

Lighted display.  
Has napper bar;  
12-hour alarm.  
High-impact case.



**Special  
buy.**

Men's underwear  
is comfortable,  
absorbent, soft.

**3 for 2.97**

Cotton for softness  
and polyester for long  
wear. Machine wash-  
able blend; in white  
only. T-shirts, briefs  
S, M, L, XL.



**31% off.**  
Cushion-foot  
socks for men.

**88¢**  
pair  
Reg. 1.29 pair.

Comfortable Or-  
lon® acrylic and  
nylon crews in  
top tones. 10-13



**40% off.**  
Kids' solid  
knit sleepers.

**2 for \$6**  
Reg. 4.99 ea.

SEF® modacry-  
lic/Spectran® po-  
lyester. Flame  
Resistant.\* 1-8.



**Special buy.**  
Misses' sleek  
nylon panties.

**2 for \$1**

Briefs, bikinis or  
hiphuggers with  
cotton crotch lin-  
ing. In 5, 6, 7.

BE SURE TO BRING YOUR WARDS CHARG-ALL CARD ALONG—IT'S THE MOST CONVENIENT WAY TO SHOP AT ANY WARDS STORE

# Big value? It's a sure thing.

**MONTGOMERY  
WARD**

Wards store open: Monday thru Friday 9:30-9 Saturday 9:30-6: Sunday 11-5

• Oakland  
• Richmond

• Pleasant Hill  
• Bayfair, San Leandro

• Fremont  
• Corte Madera

• San Mateo  
• Daly City

• San Jose, Westgate —  
Capitol Sq. — Oakridge

Oakland only open: Mon.-Thurs. 10-7; Fri., 10-9; Sat., 9:30-6; Sun., 11-5

WARDS ADVERTISING POLICY

If your Wards store should run out of any other item during the sale period, or should an item not arrive due to production or transportation problems, Wards will offer the item to you at the sale price when it is received. This does not apply to "Clearance" and "Closeout" sales or "Special Buys" where available quantities are necessarily limited to stock available on hand.

1P



**MONTGOMERY  
WARD**

**Extra Value Days**

# Keep warm with these red-hot buys.



**For big boys, girls.**

**\$5 off. Big boys' racy jacs.**

Latest ski style, multi-color patterns. Nylon; polyester fill. Machine wash. 8-12. **12<sup>97</sup>**  
Reg. 17.99

14-20, reg. 19.99 ..... 14.97

**\$6 off. 7-14 girls' pile coats.**

Favorite hooded coat in regular length. Shaggy acrylic pile, lined in polyester quilted to acetate lining. **22<sup>88</sup>**  
Reg. \$29

**For men, women.**

**\$7 off. Men's lined CPO jacs.**

Bold plaids of reprocessed wool/other fibers. Cozy acrylic pile lining. S,M,L,XL. **19<sup>97</sup>**  
Reg. \$27

Talls', reg. \$30 ..... 22.97

**Misses' hooded pantcoats.**

Blended of wool for warmth, nylon for wear. Assorted fashion colors. Smooth acetate lining. Misses' sizes. **39<sup>88</sup>**  
Special buy.



**For little boys, girls.**

**\$5 off boys' 3-7 ski jac.**

Favorite hooded style with 4 zip pockets, stripe accents. Nylon shell, lining; polyester fill. Machine wash. **9<sup>97</sup>**  
Reg. 14.99

**\$5 off boys' 3-7 bush jac.**

Water-repellent oxford nylon; nylon lining quilted to polyester. Drawstring hood, snap/zipfront. Machine wash. **9<sup>97</sup>**  
Reg. 14.99

**\$6 off girls' 4-6X ski jac.**

Sporty zip-front style; acrylic-trim hood, racy stripes. Nylon shell, lining; polyester fill. Machine wash. **9<sup>97</sup>**  
Reg. 15.99

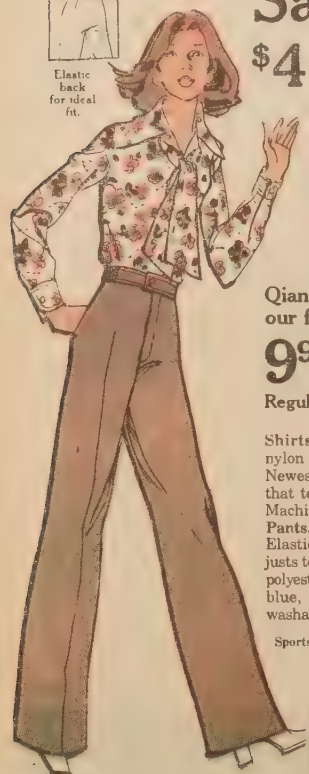
**\$5 off girls' 4-6X jacket.**

Acrylic pile trim on hood and cuffs; 2 zip pockets; belt. Nylon shell, lining; polyester fill. Machine wash. **9<sup>97</sup>**  
Reg. 14.99



Elastic back for ideal fit.

**Save  
\$4**



**Qiana® shirts and our fit-all pants.**

**9<sup>97</sup>** each  
Regularly \$14

Shirts. Soft Qiana® nylon in many styles. Newest prints in colors that team with pants. Machine wash. 10-18. Pants. Our best buy. Elastic-back waist adjusts to fit you. Stretch polyester. Green, khaki, blue, black. Machine washable. Misses' 8-18.

Sportswear Department

**WARDS  
BEST**

## Cozy dreamers.

**\$2-\$4  
off.**



**Long brushed sleepgowns.**

Lace-trim style shown is one of a group in acetate/nylon with rich trims. **4<sup>99</sup>**  
Misses' sizes S,M,L. Regularly \$7

**Cozy plush fleece robes.**

**10<sup>99</sup>** Misses' short, regularly \$15  
**12<sup>99</sup>** Misses' long, regularly \$17

Jewel-collar button front in short (shown) or long. Gathered-neck zip front in long only. Arnel® triacetate/nylon in lush tones. S,M,L. Women's long robes, as above, in X,XL,XXL, reg. \$19 ..... 14.99



**Save  
\$4-\$6**

Two to go. 2-pc. knit polyester for work, travel.

**10<sup>97</sup>**  
Regularly \$15.99

Priced to go fast. Polyester dress, 10-18. Check for misses. Here Patterns pants. Cozy green Misses' Dress Department

LOOKING FOR A WAY TO SIMPLIFY YOUR MONTHLY BUDGETING? MAYBE A WARDS CHARG-ALL ACCOUNT IS THE ANSWER

# Let's weather it together.

**MONTGOMERY  
WARD**





**Save \$3**

Sportive striped knits he'll love.

**4<sup>97</sup>**

Regularly \$8

Soft, breathable 50% cotton plus no-iron 50% polyester. Open collar, half sleeves. Washable colors. S-XL.

**Save \$2 now.**

The comfortable, rugged Western jeans men love.

**7<sup>97</sup>**

Regularly 9.99

Soft brushed polyester/cotton twill with trim, lean styling that looks so good. Machine wash. Choose navy, camel, brown; in sizes 30-40



**\$1 - \$2 off.**

Big boys', men's sweatshirts: soft comfort, easy care.

**2<sup>97</sup>** Boys', reg. 3.99

**8<sup>97</sup>** Men's, reg. 10.99

Boys' Creslan® acrylic/cotton pullover. Easy raglan style in S-XL.

Men's Fortrel® polyester favorite with zip front and hood. S-XL.



**23%-38% off.**

Kids are geared for play in durable overalls.

**4<sup>47</sup>**

Infants', reg. 5.99

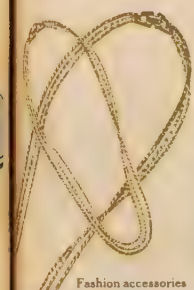
**4<sup>97</sup>**

Toddlers', reg. 6.49

**4<sup>97</sup>**

Boys', girls', reg. 6.99-7.99

Carpenters, more fashion looks in group. Boys' 2-7: cotton. Girls' 3-6X: polyester/cotton. Toddlers' 2-4, infants' 9-30 months: cotton/polyester. All machine washable.



**25% off.**

"S" chains with jeweler's clasps.

**2<sup>62</sup>-\$6**

Regularly 3.50-8.00

Gleamy gold-tone metal chains with highly polished jeweler's clasps. Singles, doubles, triples in varied lengths.

Fashion accessories



**2.51 off.**

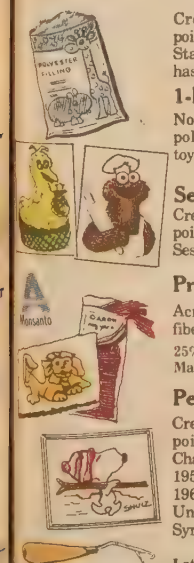
Wards Encompass doubleknit bra.

**3<sup>99</sup>**

Regularly 6.50

Exclusive uplift design. Flat seams. Antron® nylon/Lycra® spandex. B, C cup. D cup, reg. 7.50 .....4.99

**Prices cut 25%-30% in Wards Crafts Center.**



Crewel kits, needlepoint, rug making kits. Start to finish, Wards has what you need.

**1-lb. bag stuffing.**

Non-allergenic polyester. For **1<sup>11</sup>** toys, pillows. Reg. 1.59

**Sesame Street® kits.**

Crewel or needlepoint. CTW and Sesame Street. Reg. 3.50

**Pre-cut rug yarn.**

Acrilan® acrylic fiber by Monsanto. Reg. 39¢. 25% off rug patterns. Many designs to see.

**Peanut's® kits.**

Crewel or needlepoint. Peanut's Characters: Copr® 1950, 1952, 1958, 1960, 1965. United Feature Syndicate, Inc.

Latch hook. Special buy. 99¢



**Women's great values on classic styles.**

**Special buy.**

Smart moc-vamp boot boasts supple all-leather upper.

**19<sup>97</sup>**

(A) Flattering fitted style. Full-length side zipper; fashionable 2½" stacked-look heel; skid-resist ribbed man-made sole. Elasticized gore. Unlined. 18" high. M6-10.

**Save \$5 Buckled jodphur-styled boot.**

(B) Urethane; inside zipper; nylon tricot lining. Man-made sole, textured for traction. 2¾" heel. 11½" high. M6-10.

**17<sup>97</sup>**

Regularly \$23

**Save \$7 Warm pile-lined leather boot.**

(C) An exceptional value. Elastic gore; side zip; ribbed rubber sole; acrylic pile lining. Easy-walking 1½" heel. 16" high. M5-10.

**29<sup>97</sup>**

Regularly \$37

FOR FAST, CONVENIENT SHOPPING AT ANY WARDS STORE JUST SAY "CHARGE IT!" WITH A CHARG-ALL ACCOUNT

**Save steps. Stop here first.**

**MONTGOMERY WARD**





**Save  
\$30-\$120**

Other bedding  
priced low as

**49<sup>88</sup>**

Twin-size  
Innerspring mattress  
or foundation.

**Wards puts top quality in innerspring bedding.**

**Air Glide:** super-firm comfort. Innerspring mattress features heavy-gauge coils that maintain firmness. The torsion foundation adds ideal sleeping support.

**69<sup>88</sup>**  
Reg. 109.95  
Twin, each piece.

Full innerspring, each piece, regularly 129.95 ..... 89.88  
Twin urethane foam set, regularly 239.95 ..... 159.88  
Full urethane foam set, regularly 279.95 ..... 209.88  
Queen-size innerspring set\*, regularly 319.95 ..... 239.88  
King-size innerspring set\*, regularly 419.95 ..... 299.88

Buy bedding, recliners, accent chairs now...

**Riviera:** regal-firm innerspring mattress designed with double-tempered steel coils for long wear, comfort. Matching torsion foundation for ideal support.

**99<sup>88</sup>**  
Reg. 129.95  
Twin, each piece.

Full innerspring, each piece, regularly 149.95 ..... 119.88  
Twin urethane foam set, regularly 279.95 ..... 209.88  
Full urethane foam set, regularly 319.95 ..... 249.88  
Queen-size innerspring set\*, regularly 369.95 ..... 289.88  
King-size innerspring set\*, regularly 499.95 ..... 389.88

\*Urethane foam sets also sale priced

**NO MONTHLY PAYMENT TILL FEB. '78. FINANCE CHARGES ARE APPLICABLE DURING THE DEFERRED PERIOD.**



**Save \$70**

**Sink into the comfort of heat and vibration.**

Your choice **169<sup>88</sup>**

Regularly 239.95

Relax! Handsome recliners feature heat and vibration that help soothe you all over. Pick either leathery Naugahyde® vinyl or durable Herculon® olefin twill.

**A** Rocker-recliner; shown in Herculon.

**B** Wall-Hugger®; shown in Naugahyde.



**\$30 off.**

**Handsome, nostalgic rockers.**

**A** Blanket rocker. Pine finished in antique-pine tones. Acrylic blanket.

**B** Boston rocker. Solid wood is finished in light pine. Hand-stenciled trim.

Your choice **99<sup>88</sup>**

Reg. 129.95

**Special  
buy!**

**Wards men's and women's 17-jewel watch assortment.**

**19<sup>99</sup>**  
each

Choose from calendar and day/date styles. Some have luminous dials and hands, sweep second hands. All have attractive bands or matching bracelets. A great gift for anyone!

Not sold in Corte Madera



**Save \$5**

**Electric digital with snooze alarm feature.**  
24-hr alarm; AM/PM indicator.  
Handsome walnut-wood-tone case



Reg. 19.99



**Save \$10**

**An extension phone helps you save steps.**  
Complete with all operating parts, ringer.  
Reg. 35.99 or white colors

**25<sup>88</sup>**

**Save  
\$8 to \$20**

**Wards durable steel cabinets.**

**A 4-shelf storage cabinet.**

White, baked-enamel finish. 20x12x60" h  
75.99; 30x13x60" h deluxe cabinet, 59.88

**39<sup>88</sup>**  
Reg. 47.99

**B Vinyl-covered wardrobe.**

Easy-care oak-look vinyl. Full-width top shelf. 36x19x63" high

**84<sup>88</sup>**  
Reg. 99.99

**C Base with hardwood top.**

Top drawer, interior shelf. In 3 appliance colors. 24x20x36" h

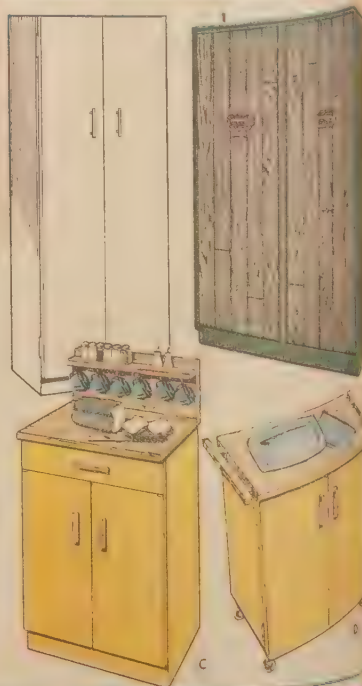
**59<sup>88</sup>**  
Reg. 79.99

**D Wood-trim serving cart.**

Solid cherry handles and top. Spice brown or gold. 16x28x30" h

**59<sup>88</sup>**  
Reg. 74.99

Assembled except for handles, backslash



**WARDS CHARG-ALL CREDIT CAN HELP INCREASE YOUR FAMILY'S BUYING POWER. WHY NOT COME APPLY FOR AN ACCOUNT?**

**Out to save? We make it easy.**



# 25%\* off all Wards draperies.

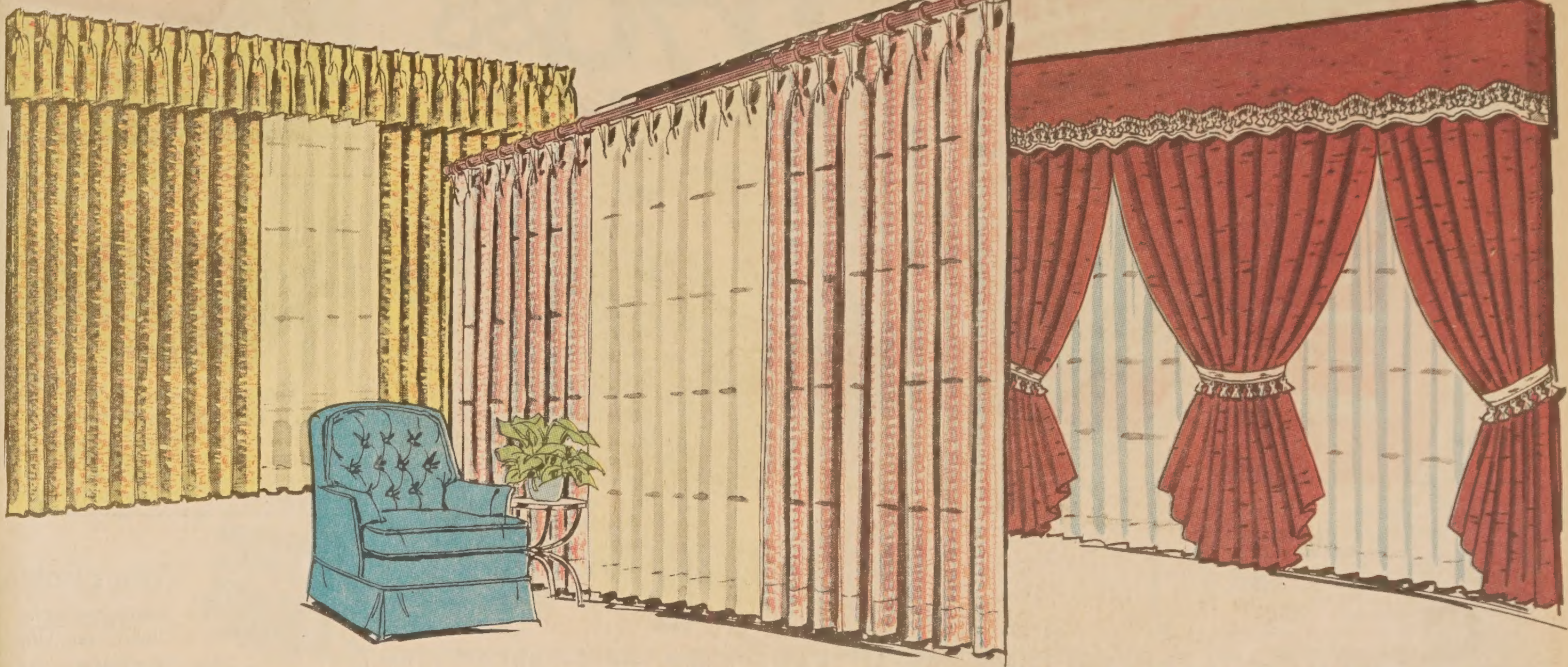
**Ready-made, made-to-length.** Take-home sizes or order lengths up to 108 inches. Choose from many styles, fabrics and colors. Some machine wash and dry—need no ironing. Some have insulating acrylic foam backing—help save energy. Valances at regular prices.

**Made-to-measure.** Choose from a huge new selection—many colors and designs. Casements to jacquards to novelty sheers for both your wide and narrow windows. Order casual to elegantly formal styles—either lined or unlined. Bring in your window measurements.

\*25% off regular prices

**Custom-made.** We make beautiful draperies, table fashions and accessories. Our decorator will bring hundreds of fabric swatches in many colors to you, take exact measurements and advise you—no obligation to buy. Labor and installation at regular prices.

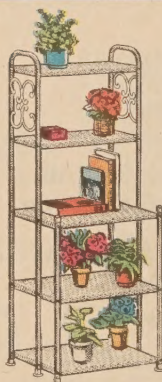
Call 800-772-3278 for free Shop-at-Home Custom Service. Available at most larger stores.



## Introducing... Jovan's Man and Woman fragrance gift offer.

What man wants from woman and what woman wants from man, Jovan has created. Here, sheltered in classic glass sculptures, is a new generation of fragrances. Receive a Man or Woman fragranced soap, valued at \$2, with any purchase from the new Man and Woman fragrance line.

Available in stores with Cosmetic Dept.



Accessories not incl. Unassembled.



## \$5-\$10 off. Decorative plant and curio stands.

**A** 5-shelf hutch has white or black enamel finish on steel. 54" h. 3-shelf hutch, 32" h, regularly 14.99... 9.88

**14.88**  
Reg. 19.99

**B** Steel bakers rack. Charming in any decor. 4 shelves, 25"wx65" h.

**29.88**  
Reg. 39.99



## Lowest price this year! Save \$3<sup>sq. yd.</sup>

on sculptured "Aspen".

**888**  
Reg. 11.99  
sq. yd.

Smart nylon shag features luxurious feel and distinctive texture. Comes in 9 subtly contrasting colorations.

## Save on 20 styles, 158 colors. Here are some:

**\$1 off nylon "Highwood".** Durable level-loop with cushiony foam backing. In 4 super colorations. **3.99**  
sq. yd. Reg. 4.99

**\$2 off "Ebb Tide" sculptured shag.** Rugged nylon in 6 colors. Soft foam back. Reg. 8.99 **6.99**  
sq. yd.

**\$3 off saxony plush "Soft Song".** Densely tufted nylon comes in seven colors. Reg. 9.99 **6.99**  
sq. yd.

**\$3 off lush saxony plush "Desire".** Ban-Lon®-approved nylon—superb quality! Reg. 11.99 **8.99**  
sq. yd.

**\$3 off sumptuous new "Clouds".** Sculptured saxony of nylon in 8 colors... Reg. 12.99 **9.99**  
sq. yd.

**\$3 off sculptured saxony "Madrille".** Long-wearing nylon in nine multi-tones. Reg. 12.99 **9.99**  
sq. yd.

**omalon.** Soften every step. Use our Omalon® carpet cushion.

Not sure how to do it?  
**Let Wards install it**  
at our famous low prices.  
Call us today for free at-home estimate on carpet and installation.

**BAN-LON**

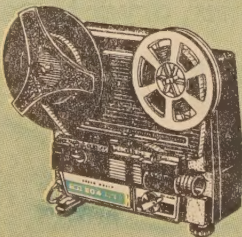


## \$25 off. Electric portable, power return.

**174.97**  
Reg. 199.99

Full-length tab, touch control, power-repeat keys. Typewriter pad... 2.99

Not sold in Corte Madera.



## \$14 off. Wards Duo-8 movie projector.

**65.97**  
Reg. 79.99

Shows super-8, regular movies. Auto threading and thru-machine rewind.

Not sold in Corte Madera.



Full size, reg. 11.99... 9.99  
Larger sizes, where stocked, are also sale-priced.

## 20% off. Warm acrylic twin blanket.

**7.99**  
Reg. 9.99

Antistatic. 4" nylon on ends. Machine washable, and dryable. Color choice.

## 24% off. Colorful no-wax vinyl flooring.

**2.77**  
Reg. 3.69  
sq. yd.

Soft foam core. Better quality, reg. 4.69... 3.69

SHOP THE CONVENIENT WAY FOR ALL YOUR HOUSEHOLD NEEDS—JUST SAY "CHARGE IT!" WITH A WARDS CHARG-ALL CARD

# Hard to please? Give us a try.

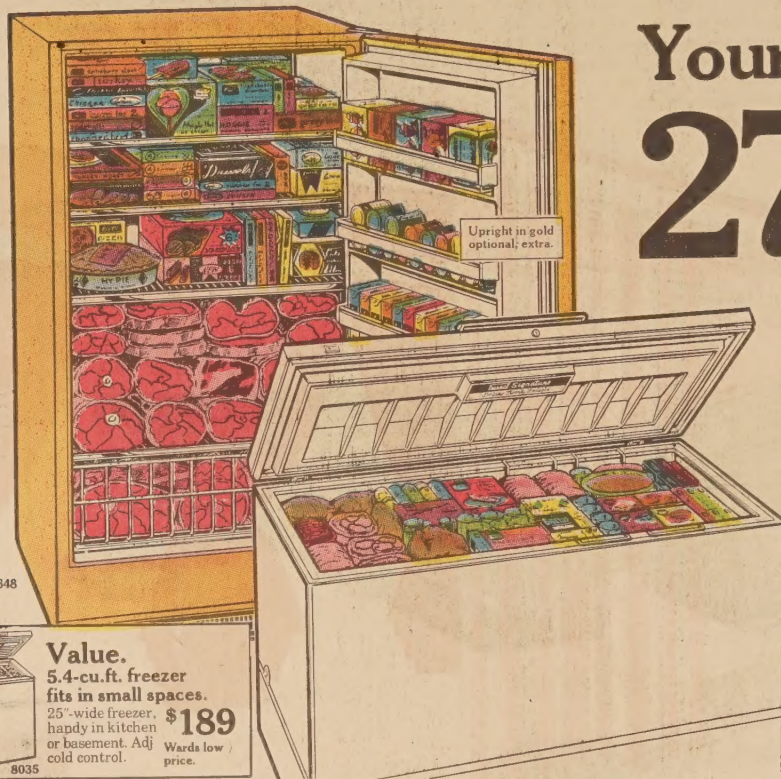
**MONTGOMERY  
WARD**



**MONTGOMERY  
WARD**

**Extra Value Days**

**\$70 off big freezers.**



**Your choice.**  
**279<sup>88</sup>**  
Regularly 349.95

*Sale priced thru Nov. 30.*

**Roomy 16-cu.-ft. upright freezer.**

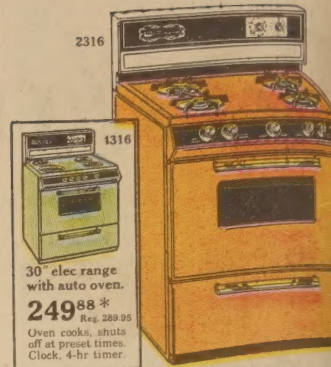
Store food with convenience. Easy pull-out basket holds bulky items; 4 shelves help organize smaller packages. Adj cold control, key-lock, drain. Handy inside light.

**20-cu.-ft. freezer saves you money.**

Stock-up on market values and save. Divider and 2 sliding, removable baskets help keep food at your fingertips. Adj cold control, interior light and convenient defrost drain.

**Expert service nationwide.**

**Value.**  
5.4-cu.-ft. freezer fits in small spaces. 25" wide freezer, handy in kitchen or basement. Adj cold control. **\$189**  
Wards low price.



30" elec range with auto oven. **249<sup>88</sup>** \*  
Reg. 289.95  
Oven cooks, shuts off at preset times. Clock, 4-hr timer.

*\*Sale priced thru Nov. 30.*

**Enjoy cooking on easy-clean gas range.**  
Low-temp-control oven keeps food warm until served. Lift-up cooktop. Other ranges as low as \$199

**Save \$40**  
**249<sup>88</sup>**  
Regularly 289.95



**Tune in to CB with our 40-ch mobile.**  
LED ch readout, switchable ANL and much more. Other 40-ch CBs from \$49.88

*Sale priced thru Nov. 30.*

**Save \$40**  
**99<sup>88</sup>**  
Regularly 139.95



**Your choice**  
3 sound ideas for Christmas giving. **19<sup>88</sup>**

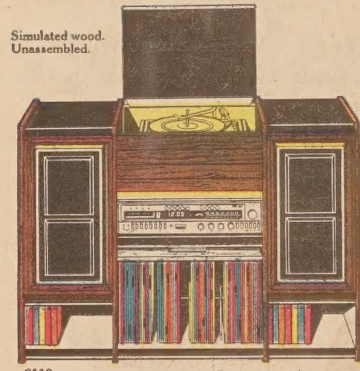


**Wards low price.**  
Choose AM/FM digital clock radio, portable cassette recorder, or AM/FM/air/PS weather multi-band radio.

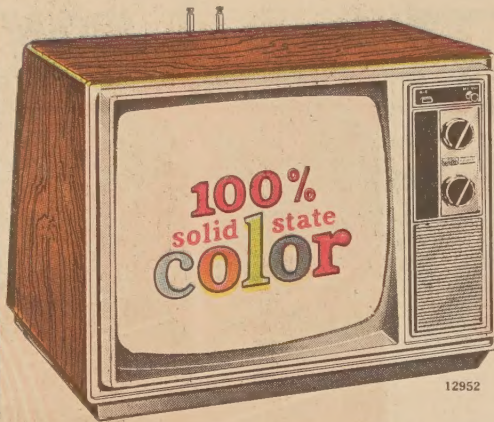


**Component stereo records 8-track tapes.**  
AM/FM-stereo; auto changer; recorder and speakers. Other stereos from \$59.88. **139<sup>88</sup>**  
Regularly 179.95

**Save \$40**  
**139<sup>88</sup>**  
Regularly 179.95



**Our deluxe stereo component system.**  
AM/FM receiver with LED digital clock, 8-track recorder/player, auto changer, speakers, center. **299<sup>88</sup>**  
Regularly 399.95



**Save \$110**  
**19" diagonal with Auto Color tuning.**  
**349<sup>88</sup>**  
Regularly 459.95

Auto Color quickly captures the best possible color picture at the touch of a button. Slotted-mask picture tube has precision in-line gun for vivid, true-to-life color images. 19" diag color low as \$288. 12" diag bw as low as \$88.

*Sale priced thru Nov. 30.*

Woodgrained plastic cabinet. Expert service nationwide.



**Expert service nationwide.**

**Big 20-lb team.**

**Washer, dryer team up to clean up!**

**\$239 \$179**

*Wards low price.*

*Wards low price.*

- 5 wash/rinse temp combos let you choose water temp
- Handy water-saver control
- Cleans all washable fabrics
- 2 permanent press cycles
- Straight-vane agitator has 4-way action to clean deep
- Lets you dry 2 loads in 1
- 3 cycles include permanent press, air only, normal dry
- Permanent press features a 10-min "cool-down" tumble
- Air only cycle for fluffing pillows, blankets, rainwear

Other Wards washers are priced as low as \$188. Other Wards dryers are priced as low as \$128.

THAT BIG PURCHASE CAN'T WAIT? IT DOESN'T HAVE TO. COME APPLY FOR A WARDS CHARG-ALL ACCOUNT TO BUY IT NOW.

**Shopping value? Makes sense.**

**MONTGOMERY  
WARD**



# Take our cue – save \$100.

## 8-ft slate-bed pool table.

Chalk up savings with this 3-piece, ¾"-thick slate table. Excellent for amateurs and professionals alike. Features plastic-coated center wire ball return for quiet play and 18-oz professional-grade cloth. Top-grade cushions for accurate bank shots. Plastic laminated top rails resist stains and burns. Simulated-drop-pocket construction with double aprons. Great family fun.

**499<sup>88</sup>**  
Regularly 599.99



**\$50 off. Handsome 8-ft Statesman pool table.**

**319<sup>88</sup>**

Regularly 369.99

Teak-grained vinyl-clad cabinet adds to the beauty. Has a 1¼" bed with Slate Kote® and 12-oz wool and nylon cloth.

**\$30 off. 8' Spartan pool table.**

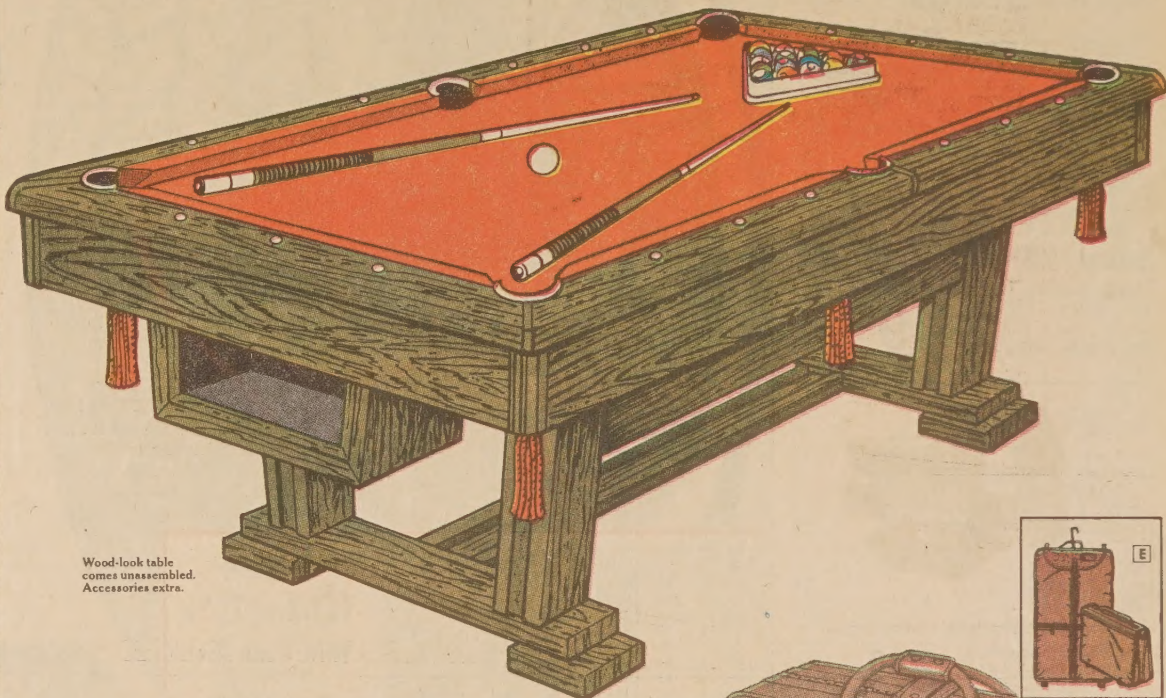
¾" bed with Slate Kote® and an acrylic billiard cloth for long wear.

**219<sup>88</sup>**

Regularly 249.99

Wards 1- or 2-piece pool cues. Made of warp-resistant lamin wood. In 38" to 57" sizes. Reg. 2.59-9.99

Low as **1<sup>29</sup>**



Wood-look table comes unassembled. Accessories extra.



## 1/2 price on "EZ-15" latex paint.



**4<sup>49</sup>**  
Reg. 8.99 gallon.

- 15-color flat interior
- Covers in one easy coat
- Soap-and-water cleanup

**\$2 off "latex flat".**

**1<sup>97</sup>**  
Reg. 3.99 gallon.

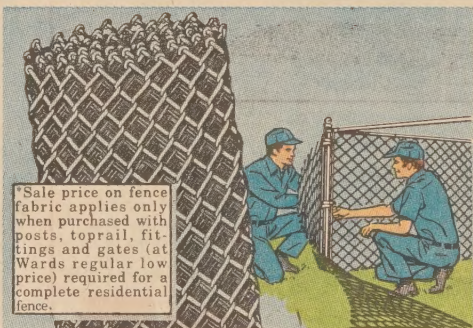
- Available in white only
- Goes on smoothly, easily

**"Gallery of Colors".**

Flat  
**6<sup>99</sup>**  
Reg. 10.99 gallon.

Semi-gloss  
**7<sup>99</sup>**  
Reg. 11.99 gallon.

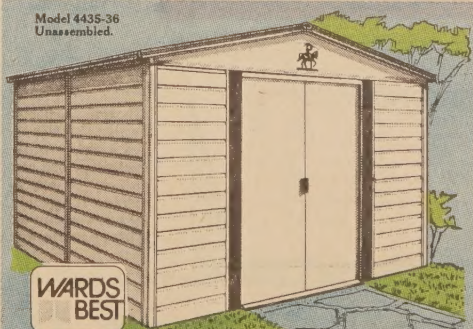
- 50-color interior latex
- Easy one-coat coverage
- Great 6-year durability
- Soap-and-water cleanup



## 50% off\*. Galvanized steel chain link fencing fabric.

Many heights, qualities available. Call us for a free home estimate. And we offer low-cost professional installation.

As low as  
**29¢**  
Run ft. 36", 11½"-ga.  
Regularly 58¢



## Save \$80 to \$90. Galvanized steel front-gable buildings.

Large 70x54" doors and an 81" peak ht. 10x7-ft model: 9'10"x6' 11" int; 10x9-ft model: 9'10"x9'4" int. White w/black.

**159<sup>88</sup>**  
Reg. 239.95  
10x7-ft building.

**189<sup>88</sup>**  
Reg. 279.95  
10x9-ft building



**25% off.**

Travel in style with Omega® softside luggage.

A Tote bag.

**13<sup>49</sup>**  
Regularly 17.99

This European-style luggage is lightweight and durable, featuring a center zipper that opens bags flat for packing ease. Each pullman has four strong flexible steel frames.

- B 21" companion, regularly 24.99 .....18.74
- C 24" pullman, regularly 34.99 .....25.97
- D 26" pullman, regularly 39.99 .....29.97
- E Man's 40" or women's 50" garment bag, reg. 29.99 ....14.97
- 29" pullman (not shown), regularly 44.99 .....33.74
- Collapsible luggage caddy (not shown), reg. 13.99 ....9.97

LOOKING FOR A WAY TO STRETCH YOUR BUDGET? WARDS NO-MONEY-DOWN CHARG-ALL CREDIT MIGHT BE THE ANSWER

**Shop us for the good buys.**



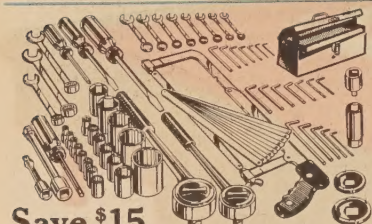


# MONTGOMERY WARD Extra Value Days



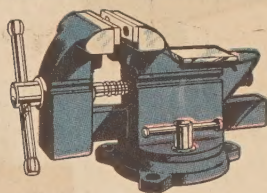
**Value**  
Steel flat-top tool box can be locked.  
Padlock hasp for safety.  
With convenient lift-out  
tote tray. 9 1/4 x 8 3/4 x 20" L.

**999**  
Special buy



**Save \$15**  
74-pc standard tool set with box.  
1/4", 3/8", 1/2"-drive sockets,  
ratchet, adaptor, more.

**49<sup>88</sup>**  
Regularly 64.99



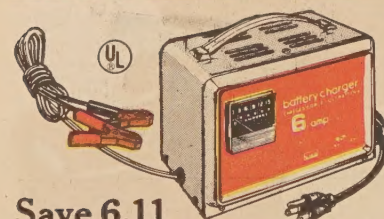
**Save \$6**  
Utility vise with locking swivel base.  
Rugged, smooth-operating  
3 1/2-inch vise has hardened  
raised jaw inserts.

**888**  
Regularly 14.99



**Save \$2**  
Versatile propane  
fuel torch kit.

**688**  
Regularly 8.99  
Easy to use. Develops  
instant 2300° heat. Has  
filtered orifice to pre-  
vent clogging. With  
striker and rods.



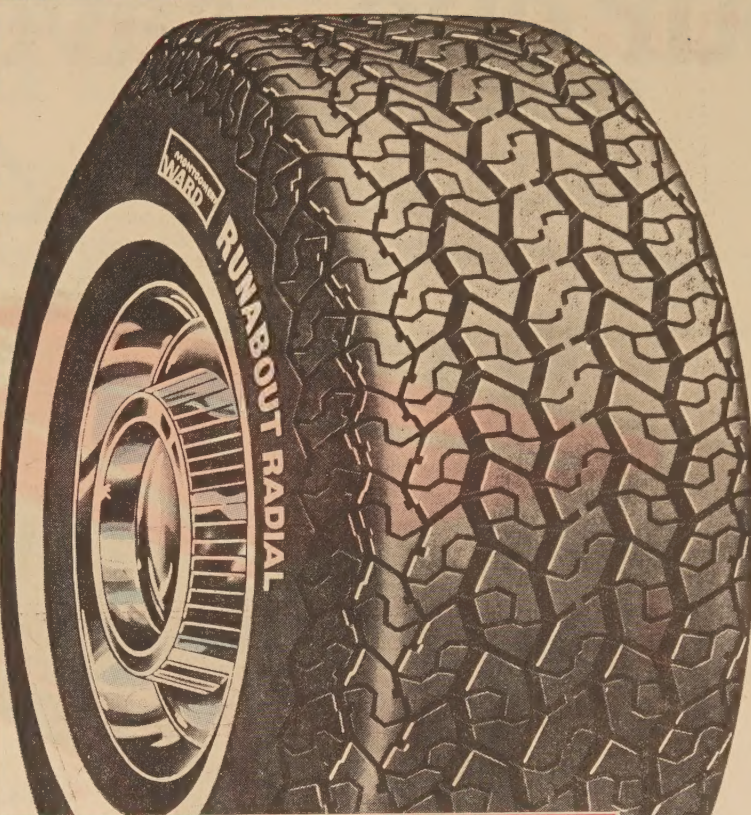
**Save 6.11**  
Wards manual 6-amp battery charger.  
Has solid-state design,  
overload protection. For  
all 6v or 12v batteries.

**1988**  
Regularly 25.99



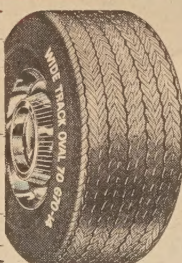
**Save \$2**  
Your choice: dwell/tach or timing light.  
12v light operates off bat-  
tery. Hand-held dwell/tach  
quickly adjusts rpm.

**14<sup>88</sup>**  
Regularly 16.88



Tubeless Raised White Letter Size	Regular Price Each	Sale Price Each	Plus P.T. Each
A70-13	\$27	\$24	1.96
E70-14	\$33	\$29	2.44
F70-14	\$35	\$31	2.58
G70-14	\$37	\$33	2.74
G70-15	\$37	\$33	2.85
H70-15	\$40	\$34	3.00
B60C-13	\$30	\$27	2.15
G60-14	\$39	\$34	2.94
L60-14	\$44	\$39	3.47
G60-15	\$40	\$34	3.02
L60-15	\$45	\$40	3.60
G50-14	\$39	\$34	2.94
G50-15	\$40	\$34	2.99

NO TRADE-IN NEEDED



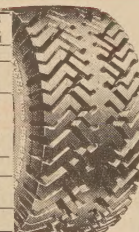
**Save 10%-15%**  
Wide Track Oval  
50/60/70  
Raised-white-letter  
style for sporty looks!

Wards is your  
headquarters for  
sport wheels.

TUBELESS BLACKWALL SIZE	PLY RATING	EVERYDAY LOW PRICE EACH	PLUS P.T. EACH
E78-14	6	\$58	3.28
G78-15	6	\$67	3.81
H78-15	6	\$72	4.12
8.00-16.5	6	\$62	3.48
8.00-16.5	8	\$72	3.50
8.75-16.5	8	\$78	4.10
9.50-16.5	8	\$91	4.70

TUBE-TYPE			
H78-16	6	\$83	4.02
L78-16	6	\$82	4.34

NO TRADE-IN NEEDED  
G78-15, H78-15 whitewalls \$1 more each



**Power Grip  
Super Wide  
LT/RV.**

2 strong steel belts,  
heat-resistant nylon  
body combine for a  
tough light truck tire.



Our everyday  
low prices  
cut

**26-40%**  
Radial whitewall

- Tough radial construction delivers improved gas mileage over nonradial tires
- Twin-belt fiberglass impact resistance plus double-ply polyester cord strength

TUBELESS WHITEWALL SIZE	ALSO FITS	Was Each	Now Each
BR78-13	175R-13	\$48	\$35
ER78-14	185R-14	\$58	\$39
FR78-14	195R-14	\$61	\$42
GR78-14	205R-14	\$65	\$44
HR78-14	215R-14	\$69	\$47
BR78-15	165R-15	\$52	\$31
GR78-15	205R-15	\$68	\$46
HR78-15	215R-15	\$73	\$49
LR78-15	235R-15	\$79	\$51

FOR SUBCOMPACT CARS (NOT ILLUSTRATED)  
155R-12\* 6.00-12 \$45 \$33  
AR78-13\* 165R-13 \$46 \$34  
NO TRADE-IN NEEDED \*Single radial ply

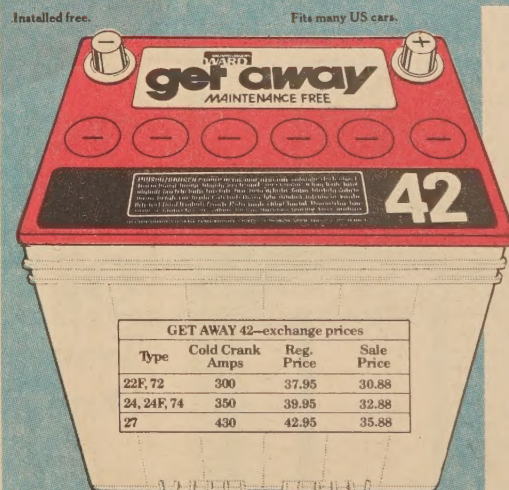
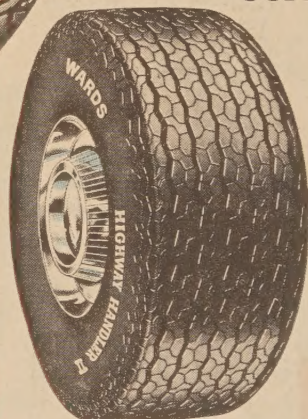
4-polyester plies  
Wards finest "78"  
series bias-ply.

**\$20**

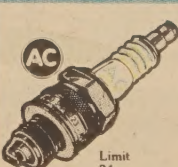
A78-13 tubeless blackwall  
\$1.72 federal excise tax  
Polyester toughness  
plus traction-tread

TUBELESS BLACKWALL SIZE	WARDS LOW PRICE EACH
A78-13	\$20
B78-13	\$23
C78-14	\$25
E78-14	\$28
F78-14	\$28
G78-14	\$30
G78-15	\$30
H78-15	\$32

NO TRADE-IN NEEDED \*Single radial ply  
Whitewalls (in most sizes) \$1 more



**Save 21%**  
Wards dirt-trapping  
spin-on oil filter.  
Reduces engine wear. Prevents  
sludge build-up. Reg. 1.99  
up. Most cars.



**Value.**  
Popular nonresistor  
AC® spark plug.  
Improves gas  
mileage and  
starting power.

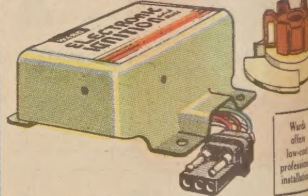
**68¢**  
Resistor plug ..... 88¢

**\$7 off**

Our Get Away 42 is  
maintenance free!

**30<sup>88</sup>**  
exchange  
Regularly 37.95  
Type 22F, 72.

Designed to need no additional  
water! Our Get Away 42 comes  
in a thin, impact-resistant  
polypropylene case that stores  
plenty of energy-producing  
plates. It's made to deliver all  
the power your car needs!  
Other batteries low as 19.95, exch.



**Save \$10**  
Electronic ignition updates your car.  
Improves performance, gas  
mileage, more! Fits most  
US cars, years 1967-74.

**29<sup>88</sup>**  
Regularly 39.88



**4 drums.**  
**31<sup>88</sup>**  
Labor only.  
Most US cars.

**2 discs, 2 drums.**  
**54<sup>88</sup>**  
Labor only.  
Most US cars.

WHAT WE DO: Install shoes (pads). Rebuild wheel  
discs on disc jobs. Inspect master cyl hardware and  
Repack bearings. Adj park brake. Turn 4 drums  
rotors. Add brake fluid. Road test your car.  
Your choice: Wards best brake shoes/disc pads.  
In most US sizes. Axle set, exch. reg. 13.95-16.99

**Value. It's what we're all about.**

MONTGOMERY  
WARD

SAVE NOW AT WARDS LOW PRICES—IT'S YOURS WHEN YOU SAY "CHARGE IT!" WITH YOUR WARDS CHARG-ALL ACCOUNT